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CORPORATE COMMUNICATIONS

Unit 1. Defining Corporate Communication

Unit 2. Corporate Communication in Contemporary Organizations

Unit 3. Stakeholder Management and Communication

Unit 4. Corporate Identity, Branding and Corporate Reputation

Unit 5. Communication Strategy and Strategic Planning

Unit 6. Research and Measurement

Unit 7. Media Relations

Unit 8. Employee Communication

Unit 9. Crisis Communication

Unit 10. Leadership and Change Communication

Unit 11. Corporate Social Responsibility (CSR) and Community Relations

Performance Report

Activities

- **Group work**
 - Selection of a topic of those included in the syllabus and creation of a podcast explaining the issue/examples.
- **Weekly questionnaires about each unit** > we do it at class.

Evaluation percentages

- Attendance and active participation in class > 25%
- A1 (podcast) > 25%
- Weekly unit's questionnaires > 25%
- Final exam > 25%