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## **INSTITUTIONAL COMMUNICATIONS**

1. Institutional communication
  - 1.1. Public Institutions
  - 1.2. Main Characteristics vs Companies
  - 1.3. Communication in Public Institutions
2. Citizen as the audience
3. Reputation in Public Institutions
4. Communication Model:
  - 4.1. External comms planning
  - 4.2. Internal communication
  - 4.3. Public Relations
  - 4.4. Events and Protocol
5. Country Brands
6. Communication in NGOs

### **Activities**

- A1> **Questionnaires in Moodle**
  - Weekly questionnaires Units 1, 2, 3 and 5
- A2> **Individual assessment**
  - Choose one amongst those proposed related to Unit 4

### **Evaluation percentages**

- A1 > Units test > 20%
- A2 > 20%
- Active participation in class > 5%
- Final exam > 55%