



## COURSE SYLLABUS

---

Course: **CORPORATE COMMUNICATION**

---

### COURSE DATA

Degree	BA in International Relations & Global Communications
Year	4
Credits	6
Course type	Compulsory subject
Department	Translation, Interpreting & Multilingual Communication
Language of instruction	English

### SHORT DESCRIPTION

The role of communication in organizations. Theoretical-practical tools and strategies for communication management. The communication manager, functions and responsibilities.

### CONTENTS AND STRUCTURE

UNIT 1: DEFINING CORPORATE COMMUNICATION

UNIT 2: CORPORATE REPUTATION

UNIT 3: CORPORATE IDENTITY AND BRANDING

UNIT 4: COMMUNICATION STRATEGY

UNIT 5: RESEARCH AND MEASUREMENT

UNIT 6: MEDIA RELATIONS

UNIT 7: INTERNAL COMMUNICATION

UNIT 8: ISSUES MANAGEMENT AND CRISIS COMMUNICATION

UNIT 9: LEADERSHIP AND COMMUNICATION

UNIT 10: CORPORATE SOCIAL RESPONSIBILITY

---

## **METHODOLOGY**

**Flipped classroom: the student prepares the contents before going to the classroom and the class is used to clarify doubts, public display, discussion, and debate.**

The students will have a schedule with the topics that will be covered each day and the materials that must be read before going to class. After reading, they must answer questions to show the degree of comprehension about the topic. In the classroom, students will work in teams, determining what is relevant, discussing the aspects most controversial, clarifying doubts, and publicly exposing the results. The students, in addition, must prepare a group work in accordance with the instructions provided.

---

---

## **ASSESSMENT AND GRADING**

<b>Assessment type</b>	<b>Assessment criteria</b>	<b>Percentage</b>
<b><u>Final exam</u></b>	Mastery of contents. Ability to relate contents for an overall understanding. Clarity and conciseness of ideas presented.	<b>50%</b>
<b><u>Group work</u></b>	Correct analysis, clarity, and concision; creativity and podcast quality.	<b>25%</b>
<b><u>Participation and attendance</u></b>	Class attendance, attitude, interest. Ability to reasoned debate and critical approach to case analysis.	<b>25%</b>

---

## **READING LIST / RELEVANT REFERENCES**

Cornelissen, J. P. (2020). Corporate Communication. A Guide to Theory and Practice. Los Angeles: Sage Publications Ltd.

Sapna, M. S. (2020). Corporate Communication. Trends and Features. Chennai: Notion Press.

Argenti, Paul (2016). Corporate Communication. New York, McGraw Hill.

Chandler, D. (2017). Strategic Corporate Social Responsibility. Thousand Oaks: Sage Publications.

Cowan, D. (2017). Strategic Internal Communication. London: Kogan Page.

Griffin, A. (2014). Crisis, Issues and Reputation Management. London: Kogan Page.

Romero Rodríguez, L. M. (2020). Manual de gestión de la comunicación corporativa. Madrid: Tecnos.

---