

SYLLABUS + Assessment Criterion

Institutional communication; a brief introduction:

- Public bodies settings:
 - o Local public institutions
 - o International public institutions
 - o NGOs

- Specific characteristics of public institutions and the differences with private institutions.
 - o Short-, medium- and long-term strategic objectives of institutions (vs companies)
 - o Tools and resources for institutional communication
 - Main differences with private enterprises

- Particularities of the communication in public institutions.
 - o Organization chart and communication flows within the different institutions
 - o Communication regulations and ethics
 - Main differences with private enterprises

Short evaluation test (10%)

- Country brand

The citizens as audience.

Practical test (10%)

The communication model.

- External communication
 - o Objectives
 - o Stakeholders
 - o Analysis of the environment
 - o Deadlines and Calendars
 - o Different communication strategies

Practical exercise (5%)

- Internal communication
 - o Objectives
 - o Stakeholders
 - o Analysis of the environment
 - o Deadlines and Calendars
 - o Different communication strategies

Short evaluation Test (5%)

- Public relations (Pr)
 - Pr strategies for public institutions
 - Key Stakeholders
 - Building relationships with key stakeholders
- Events and Protocol
 - Basic rules and techniques governing the protocol and institutional events
 - Target audiences
 - Impact

Evaluation Test (5%)

Crisis communication

Open question (5%)

Public institutions reputation

Final exam (55%)

Course attendance and class participation (5%)