

## 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%)