

## ADMINISTRACIÓ I DIRECCIÓ D'EMPRESES 10120 INTERNATIONAL COMMUNICATION

CURS 2017-2018

### General subject description

**6 ECTS**

**2nd course / 2nd term / OB (compulsory subject)**

**Working language: English**

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### Objectives

Internal Communications aims to introduce and provide students a comprehensive and up-to-date treatment of Corporate Communication. The subjects incorporate an academic base as well as a practitioner point of view in order to give practical guidelines and insights to manage by themselves in the fields of companies communications departments. Students will learn about the nature of corporate communication, its historical emergence and its role in contemporary companies. Key issues as corporate branding, positioning, corporate social responsibility, reputation management as well as building up strategic Planning for corporate communication. It is also included a session to develop the DirCom's communications skills.

### Competencies

#### Basic Skills

BS1- Students have demonstrated knowledge and understanding in a field of study that builds on general secondary education with the support of advanced textbooks and knowledge of the latest advances in this field of study.

BS4 - Students can communicate information, ideas, problems and solutions to both specialists and non-specialists.

BS5 - Students have developed the learning skills necessary to undertake further studies with a high degree of independent learning.

#### General Skills

GS2 - Show ability to adapt to contexts and changing business and social realities within a global environment.

#### Core Skills

CS5 - Exercise active citizenship and individual responsibility with a commitment to the values of democracy, sustainability and universal design, through practice based on learning, service and social inclusion.

CS6 - Use oral, written and audiovisual forms of communication, in one's own language and in foreign languages, with a high standard of use, form and content.

CS 7 - Become the protagonist of one's own learning process in order to achieve personal and professional development and attain an all-round training for living and learning in a context of linguistic, social, cultural and economic diversity.

#### Specific Skills

SS4 - Design, plan, communicate and assess plans for an enterprise and its operational units in order to develop entrepreneurial business initiatives in the local or in a foreign language.

### Recommendations

It is highly recommended that students should have previously taken and passed the subject "Academic skills for business studies".

### Outcomes

1. Can use the necessary resources to understand oral and written texts which are academic and specific to a business context.
2. Is able to synthesise and summarise independently oral and written texts which are academic and specific to a business context.
3. Can use grammar and vocabulary which is suitable for both an academic context and a business context.
4. Can express themselves spontaneously both orally and in writing in a business context.
5. Can carry out formal oral presentations in a business context.
6. Shows respect for linguistic, social and cultural diversity.
7. Can prepare reports and written documents (mainly technical) with correct spelling and grammar in Catalan, Spanish and English.
8. Can perform assessment processes regarding their own actions and that of others critically and responsibly.
9. Can communicate in a clear and precise way to all types of audiences (whether specialised or not) information concerning knowledge, methodology, ideas, problems and solutions in the field of business administration and management.
10. Can identify their own training needs and can organise their own learning with a high degree of autonomy in all kinds of contexts.

### Contents

#### **BLOCK 1. INTRODUCTION**

- Unit 1. Communication as a key issue in corporations.
- Unit 2. Defining corporate communication.
- Unit 3. Communication & Information vs. Marketing & Publicity.
- Unit 4. The rolls of Dircom and the stakeholders.

#### **BLOCK 2. CORPORATIVE COMMUNICATION ON XXI**

- Unit 1. The evolution of communication.
- Unit 2. Digital ecosystems and social networks. Their roles in corporate communication
- Unit 3. The Social Media Plan.

#### **BLOCK 3. CORPORATE IDENTITY, BRANDING AND REPUTATION**

- Unit 1. Corporate identity, image and reputation
- Unit 2. Brand & Branding.
- Unit 3. Positioning
- Unit 4. Public relations and events organization
- Unit 5. CSR: Corporate Social Responsibility.
- Unit 6. Crisis communication
- Unit 7. DirCom's communicative skills.

#### **BLOCK 4. THE CORPORATE COMMUNICATION'S STRATEGY PLANNING**

- Unit 1. Media and journalism.
- Unit 2. How to develop a budget for communication's planning.
- Unit 3. The corporate communications strategy plan.
- Unit 4. Measuring results.

### Activities

- Teacher lectures
- Watching videos and conferences
- Simulations, games, dynamics, role play, drama
- Debates, talks, conversations or discussion groups
- Oral presentations and project presentations
- Reading and comprehension of texts and preparation of reports or summaries
- Exams and tests
- Discussions and commentaries regarding different documents (audio-visual, written, oral...)
- Preparation of individual tests. Personal study of content
- Correction/revision of exercises and follow-up

Moodle will be used as a complementary tool for learning.

### Assessment categories and percentages

The basis of the assessment will be continuous. The following table details the different evaluation activities grouped together by their evaluation systems.

Means of assessment	Details of the evaluation activities	%	Possibility of taking again
Observation.	Class participation.	5%	Cannot be taken again
Monitoring of work undertaken.	Work placement.	30%	Cannot be taken again
Specific assessment tests: exams.	Exams Block 1 and 2.	10%	Can be taken again
	Exam Block 3.	10%	Can be taken again
	Exam Block 4.	20%	Can be taken again
Carrying out of assignments or projects.	Assignment: Comprehensive Corporate Communication Plan.	25%	Cannot be taken again

To successfully pass the continuous assessment, an average greater than or equal to 5 must be obtained.

In the case of failing the course or any of the continuous assessment activities which are necessary in order to obtain the minimum mark, there will be a second evaluation period in which students will be able to sit another exam which will count for a maximum of 50% of the final mark.

If the student wants to improve the mark of an exam, they must formally notify the teacher responsible for the subject in a maximum of three days after the publication of the final marks of the ordinary evaluation period.

### Bibliography

#### Basic material

Cornelissen, J. (2014). *Corporate communication: a guide to theory and practice* (4th ed.). Los Angeles: SAGE. Find it in the library: [http://cataleg.upc.edu/record=b1478091~S1\\*cat](http://cataleg.upc.edu/record=b1478091~S1*cat)

Martín Martín, F. (2012). *Comunicación empresarial (corporativa) e institucional = Business (corporate) and institutional communication: departamentos de comunicación y prensa/agencias o consultoras de comunicación, relaciones públicas y publicidad* (6ª ed. act.). Madrid: Universitas. Find it in the library: [http://cataleg.upc.edu/record=b1478093~S1\\*cat](http://cataleg.upc.edu/record=b1478093~S1*cat)

Ries, A., & Trout, J. (2007). *Posicionamiento: la batalla por su mente*. México: McGraw-Hill. Find it in the library: [http://cataleg.upc.edu/record=b1295466~S1\\*cat](http://cataleg.upc.edu/record=b1295466~S1*cat)

#### Complementary bibliography

Costa, J., Bosovsky, G., Fontvila, I., Rabadán, A., & Culleré, A. (2013). *Los 5 pilares del branding: anatomía de la marca*. Tiana: Costa Punto Com. Find it in the library: [http://cataleg.upc.edu/record=b1498470~S1\\*cat](http://cataleg.upc.edu/record=b1498470~S1*cat)

Gobé, M. (2005). *Branding emocional: el nuevo paradigma para conectar las marcas emocionalmente con las personas*. Barcelona: Divine EGG. Find it in the library: [http://cataleg.upc.edu/record=b1498472~S1\\*cat](http://cataleg.upc.edu/record=b1498472~S1*cat)

Olins, W. (2014). *Brand new: the shape of brands to come*. London: Thames and Hudson. Find it in the library: [http://cataleg.upc.edu/record=b1498471~S1\\*cat](http://cataleg.upc.edu/record=b1498471~S1*cat)

Sabaté, J. (2006). La construcció evanescent: la civilització de les marques. *Transversal. Revista de cultura contemporània*, (28), 40-44.