

Course form to fill in (2019-2020)

Course title:

Corporate Communication

Staff responsible for the course:

Carolina Quixada

Lecturers:

First Name + Name
Carolina Quixada

1) COURSE PRESENTATION

Aims:

Draw up a list of competencies and/or skills that the student should have acquired or improved at the end of the course.

You must fill in the field under the format “the student should be able to...” using action verbs such as define, realise, control... *(This description should not take more than ten lines)*

At the end of the course, the student should be able to:

- Identify the basic concepts in the communication process, understanding the necessary elements for its effectiveness;
- Understand the importance of communication in the management processes within organizations, analysing communication strategies to optimize organizational goals;
- Reflect on the social and ethical aspects of business communication;
- Diagnose business communication problems, developing communication plans for internal and/or external business actions;

Prerequisites:

You must not write courses' codes or names, but identify the preliminary skills as the knowledge or the know-how needed to efficiently follow this course.

Write it out in terms of knowledge and methodologies required to follow this course (this would help students from direct entry to position themselves). *(This description should not take more than five lines)*

Students should be already familiar with basics concepts and contexts related to business.

Course contents:

Here, an abstract of the course can be given or the different chapters of the course can be simply written down.

(The description should not take more than ten lines)

Unit I – Language and communication

- Basic communications concepts and processes
- Levels and types of language within a company: formal and informal; oral and non-verbal communication; internal and external, online and offline, spoken and written.
- Information and knowledge management

Unit II – Strategic communication

- Integrated corporate communication: internal, institutional and marketing; relationships with stakeholders, corporate social responsibility

- Communication of crisis and environment of change

Unit III – Communication Plan

- Scenery study and new challenges of Organizational Communication
- Planning and organizational diagnosis in communication
- Preparation of a Business Communication Plan

2) WORKING LOAD

Here, you should allocate the effective working load of the course, including an estimation of the personal work required from the student.

TABLE 1

Course's types	Number of hours	Notes
<u>Effective presence</u>		
- <i>Magistral Course</i>	3	
- <i>Interactive Course</i>	10	The majority of the course work will be demanding participation of students in formulating and/or answering questions
- <i>Tutorials</i>		
- <i>Coaching</i>		
- <i>PBL Course</i>	3	There will be exploration of case studies
<u>Training from a distance</u>		
- <i>Video-conferences</i>		
- <i>Webinars</i>		
<u>Self-learning</u>		
- <i>Books 'readings</i>	5	
- <i>E-learning</i>		
- <i>Research</i>	5	
<u>Outdoors-training</u>		
- <i>In firms</i>		
- <i>Internship</i>		
<u>Personal work</u>		
- <i>Group Projects</i>	1	
- <i>Individual Projects</i>		
- <i>Personal work</i>		
Total working time for the student	27	

3) EDUCATIONAL METHODS

Tick here the different educational methods used:

- Coaching
- Case Study
- E-Learning and/or Self-learning
- Interactive courses
- Presentations
- Projects
- Research
- Seminars
- Tutorials
- Visits

4) ASSESSMENT

Sum up briefly the course assessment's mechanism (*two or three lines*) in order to introduce the assessment's table that you have to complete below (table n°2).

You must also define clearly how feedback will be given to students (in accordance with the feedback policy).

The course assessment will be composed by different mechanisms: participation in class (interaction between professor and among peers; resolution of exercises, case study (with research and oral presentation of the findings) and a written final exam.

List the assessment for each modality.

TABLE 2

Modality	Type of control	Length (h)	Number	Weighting (%)
<u>Continuous assessment</u>	Continuous assessment			
	Mid-term exam			
	Participation			30
	Oral presentation			10
	MCQ			
<u>Final exam</u>	Oral final exam			
	Written final exam			40
<u>Others</u>	Case study			10
	Group Project			
	Individual Project			
	Written assignment			
	Exercises			10
Total				100%

5) RECOMMENDED READING

Name of books (*indicate only three or four must-read references*) / Name of reviews:

Reference book (appellation reserved for books selected by the School and necessarily bought by all the students):

Class books :

Essentials of Corporate Communications by B.M. van Riel and Charles J. Fombrun (2007)

Corporate Communication: Tactical Guidelines for Strategic Practice by Michael B. Goodman and Peter B. Hirsch (2012)
Present-Day Corporate Communication by Rudolf Beger (2018)
Managing corporate brands: a new approach to corporate communication by Marcos Omeño (2007)
Today's Business Communication: a how to guide for the modern professional by Jason Snyder and Robert Forbus (2014)

Reviews :

Internet Resources:

Please indicate here if you use the school intranet site to put on-line documents and/or if you advise the visit of web sites to students.

Name of the Website	URL
The 10 new paradigms of communication in the digital age	https://medium.com/@jljori/the-10-new-paradigms-of-communication-in-the-digital-age-7b7cc9cb4bfb
Simon Sinek - "First why and then trust"	https://www.youtube.com/watch?v=4VdO7LuoBzM