COURSE DESCRIPTION

COURSE/SUBJECT: BUSINESS AND INSTITUTIONAL COMMUNICATION

YEAR 3 | SEMESTRAL COURSE

SEMESTER: 1ST

DEGREE: ADVERTISING AND PUBLIC RELATIONS

MODALITY: ON-CAMPUS

ACADEMIC YEAR 2017/2018

FACULTY OF HUMANITIES AND COMMUNICATION SCIENCES
1. COURSE/SUBJECT IDENTIFICATION

1.- COURSE/SUBJECT:

| Name: Business and Institutional Communication |
| Code: d301 |
| Year(s) course is taught: 3rd |
| Semester(s) when the course is taught: 1st |
| Type: Compulsory Subject |
| ECTS of the course: 6 |
| Hours ECTS: 30 |
| Language: English |
| Modality: On-campus |
| Degree(s) in which the course is taught: Advertising and Public Relations |
| School which the course is taught: Humanities and Communication Sciences |

2.- ORGANIZATION OF THE COURSE:

| Department: Audiovisual Communication and Advertising |
| Area of knowledge: Audiovisual Communication and Advertising |

2. LECTURERS OF THE COURSE/SUBJECT

1.-LECTURERS:

<table>
<thead>
<tr>
<th>Responsible of the Course</th>
<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name: Maria Sánchez Valle</td>
<td></td>
</tr>
<tr>
<td>Phone (ext): 91 456 42 00 ext. 4274</td>
<td></td>
</tr>
<tr>
<td>Email: <a href="mailto:mvalle.fhum@ceu.es">mvalle.fhum@ceu.es</a></td>
<td></td>
</tr>
<tr>
<td>Office: Pº Juan XXIII, 6. Despacho nº 14</td>
<td></td>
</tr>
<tr>
<td>Teaching and Research profile: Associate Professor. Doctor in Advertising with a (six-year) period of research activity recognized by ANECA.</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Lecturer(s)</th>
<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name: Ignacio Saavedra</td>
<td></td>
</tr>
<tr>
<td>Phone (ext): 91 456 42 00 ext. 4274</td>
<td></td>
</tr>
<tr>
<td>Email: <a href="mailto:igsaavedra@ceu.es">igsaavedra@ceu.es</a></td>
<td></td>
</tr>
<tr>
<td>Office: Pº Juan XXIII, 6. Despacho nº 14</td>
<td></td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Lecturer(s)</th>
<th>CONTACT</th>
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<tbody>
<tr>
<td>Name: Miguel Ángel Rodríguez Caveda</td>
<td></td>
</tr>
<tr>
<td>Phone (ext): 91 456 42 00</td>
<td></td>
</tr>
<tr>
<td>Email: <a href="mailto:miguelangel.rodriguezcaveda@ceu.es">miguelangel.rodriguezcaveda@ceu.es</a></td>
<td></td>
</tr>
</tbody>
</table>

2.- TUTORIALS:
For any queries students can contact lecturers by e-mail, phone or visiting their office during the teacher’s tutorial times published on the students’ Virtual Campus.

3. COURSE DESCRIPTION

This course continues, deepens and completes the content of previous subjects on the same subject: Corporate Communication (2nd)

The subject studies the importance of communication in companies and institutions from an academic and technical level. Students learn to develop a comprehensive communication plan with internal and external organizations’ audiences. Students will learn how the management and activity of a communication cabinet works.

4. COMPETENCIES

1.- COMPETENCIES

<table>
<thead>
<tr>
<th>Code</th>
<th>Basic and General Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>BS1</td>
<td>Students should have demonstrated that they have gained knowledge of and understand an area of study that starts from the base of general secondary education, and is usually seen as a level that, even though based on advanced text books, it also includes certain aspects that imply knowledge deriving from the vanguard of their field of study.</td>
</tr>
<tr>
<td>BS2</td>
<td>Students should know how to apply their knowledge to their work or vocation in a professional manner and should have the skills that are usually demonstrated by compiling and defending arguments and resolving problems within their area of study.</td>
</tr>
<tr>
<td>BS3</td>
<td>Students should have the capacity to collect and interpret relevant data (normally within their area of study) to give opinions that include reflection on relevant topics of a social, scientific or ethical nature.</td>
</tr>
<tr>
<td>BS4</td>
<td>Students should be capable of transmitting information, ideas, problems and solutions to both a specialist and non-specialist public.</td>
</tr>
<tr>
<td>BS5</td>
<td>Students should have developed the learning skills necessary to be able to undertake subsequent studies with a high level of autonomy.</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Specific Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>CE 39</td>
<td>Understanding the function of communication in organizations.</td>
</tr>
<tr>
<td>CE 40</td>
<td>How to manage time.</td>
</tr>
<tr>
<td>CE 41</td>
<td>How to communicate ethically.</td>
</tr>
<tr>
<td>CE 42</td>
<td>How to plan organizational communication in different contexts.</td>
</tr>
</tbody>
</table>

2.- LEARNING OUTCOMES:

<table>
<thead>
<tr>
<th>Code</th>
<th>Learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1.- Manage professionally the internal and external communication of an organization.</td>
</tr>
<tr>
<td></td>
<td>2.- Know the communicative actions that should be used in each situation, both from the DirCom as from the Consultant-Agency</td>
</tr>
</tbody>
</table>
3.- Capacity of team management, to know how to create, coordinate, analyze, develop, disseminate and control each and every one of the actions of internal and external information management.

5. LEARNING ACTIVITIES

1.- DISTRIBUTION OF STUDENTS’ ASSIGNMENT:

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>On-campus hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA1</td>
<td>CM - Lecture</td>
<td>30</td>
</tr>
<tr>
<td>LA2</td>
<td>SEM - Seminar</td>
<td>30</td>
</tr>
<tr>
<td>TOTAL</td>
<td>Presence Hours</td>
<td>60</td>
</tr>
</tbody>
</table>

2.- DESCRIPTION OF LEARNING ACTIVITIES:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA1 Lecture</td>
<td>Educational activity aimed preferably at the acquisition of knowledge (skill 1 MECES, representative of the more theoretical area. It gives priority to the transmission of knowledge by the professor, requiring of the student prior preparation or subsequent study. MECES: Spanish Framework for Higher Education Qualifications (Spanish Royal Decree RD 1027/2011 of 15th July 2011).</td>
</tr>
<tr>
<td>LA2 Seminar</td>
<td>Educational activity that strengthens the participation of students in the reasoned interpretation of the knowledge and the sources of the area of study. It is aimed preferably at the skill of applying knowledge (skill 2 MECES), and the capacity to collect, interpret and give opinion on relevant data and information (skill 3 MECES). It is representative of areas or activities of a mixed profile, theoretical and practical.</td>
</tr>
<tr>
<td>LA7 Self-Student Work</td>
<td>Educational activity in which students independently manage their own learning by virtue of study of educational material.</td>
</tr>
</tbody>
</table>

6. ASSESSMENT OF LEARNING

1.- CLASS ATTENDANCE:

- In order to be eligible for examination by continuous assessment students must attend at least 70% of scheduled class time (attendance sheets will be used). As students may be absent 30% of the classes, no attenuating circumstances will be accepted for absences.
- 90% attendance to practical classes is required.
2.- ASSESSMENT SYSTEM AND CRITERIA:

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS1</td>
<td>DS - Presentation</td>
<td>10%</td>
</tr>
<tr>
<td>AS2</td>
<td>EX – Written Exam</td>
<td>40%</td>
</tr>
<tr>
<td>AS4</td>
<td>PR - Practice</td>
<td>10%</td>
</tr>
<tr>
<td>AS5</td>
<td>TR – Assessment of Papers and Projects</td>
<td>40%</td>
</tr>
</tbody>
</table>

RE-TAKE EXAM/EXTRAORDINARY EXAMINATION

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS2</td>
<td>EX – Written Exam</td>
<td>100%</td>
</tr>
</tbody>
</table>

3.- DESCRIPTION OF ASSESSMENT CRITERIA:

<table>
<thead>
<tr>
<th>Assessment criteria</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS1 Dissertation</td>
<td>Oral presentations in seminars or working groups.</td>
</tr>
<tr>
<td>AS2 Written Exam</td>
<td>Tests, short-question and essay-question exams, exercises, case studies and analysis of legal matters.</td>
</tr>
<tr>
<td>AS4 Practice</td>
<td></td>
</tr>
<tr>
<td>AS5 Assessment of Papers and Projects</td>
<td>Reviews, research projects, reports, opinion articles…</td>
</tr>
</tbody>
</table>

7. COURSE PROGRAMME

1.- COURSE PROGRAMME:

THEORETICAL PROGRAM:

UNIT 1. BUSINESS AND INSTITUTIONAL COMMUNICATION

UNIT 2. THE COMMUNICATION CABINET
Basic organization chart. Location in organizations. The DIRCOM. Community manager and other new professions. The online press room.

UNIT 3. THE COMMUNICATION PLAN

UNIT 4. EXTERNAL COMMUNICATION
Areas of external communication. Strategies, actions and instruments of external communication. Relations with influencers Social networks in communication strategy. Communication with the community.

UNIT 5. INTERNAL COMMUNICATION
Mission, vision and values. Concept and public of the internal communication. Channels. The internal communication plan. Employee as brand ambassador. Social networks and internal communication.

UNIT 6. CRISIS COMMUNICATION

PRACTICE PROGRAM:
Practices. Each topic will have at least one practice or exercise that will appear in the specified Student Portal and that can be individual or in a group.
Work-seminar. It will also be mandatory in the internship program to make a team communication plan.
Dissertation. It will be voluntary to make a dissertation on topics proposed at the beginning of the course individually or as a team.

ASSISTANCE TO ACTIVITIES:
Attendance at days organized by the Faculty, specific to the degree or linked to a subject, is considered of great interest for the training of students and the acquisition of skills. Therefore, accredited assistance to these activities may be recognized by the teacher as part of teaching imparted.

8. RECOMMENDED READING

1.- ESSENTIAL BIBLIOGRAPHY:
DIRCOM: Manual de comunicación, DIN Impresores, Madrid, 2013

2.- ADDITIONAL BIBLIOGRAPHY:
• Acéd, C.: Relaciones Públicas 2.0., UOC, 2013.
• Berceruelo, B.: Comunicación financiera: transparencia y confianza, 2013
4.- WEB RESOURCES:

www.aeacp.es (Asociación Española de Agencias de Comunicación y Publicidad)
www.aedemo.es (Asociación Española de Estudios de Marketing)
www.aimc.es (Asociación de Investigación de Medios de Comunicación)
www.anuncios.es (Revista de actualidad del sector)
www.elpublicista.es (Revista de actualidad del sector)
www.iabspain.net/ (Interactive Advertising Bureau)
www.infoadex.es (información de audiencias y anunciantes)
www.ipmark.es (Revista de actualidad del sector)
www.marketingdirecto.com (Revista de actualidad del sector)
www.marketingnews.es (Revista de actualidad del sector)
www.publicidad.com (Webzine con información y actualidad del sector)
www.adecec.com  (Portal informativo de la Asociación Nacional de Agencias-Consultoras de Comunicación y Relaciones Públicas)
www.dircom.org (Portal informativo de la Asociación de Directivos de Comunicación)
www.einforma.com (Portal informativo de empresas e instituciones)
www.pressnet.org (Portal y Red Social profesional de la Comunicación)
www.prnoticias.com (Portal profesional de la Comunicación)
revistarelacionespublicas.uma.es/index.php/revrrpp/index
http://www.tendencias21.net/estrategar/

9. ATTITUDE IN THE CLASSROOM

1.- REGULATIONS
Any irregular act of academic integrity (no reference to cited sources, plagiarism of work or inappropriate use of prohibited information during examinations) or signing the attendance sheet for fellow students not present in class will result in the student not being eligible for continuous assessment and possibly being penalized according to the University regulations.