

Course title	<i>Organizational and Corporate Communication</i>
Credits	6
University	UCM
Language of the course	English
Learning outcomes	<p>LO6 Have developed a large set of transversal skills which students need to master in their future domestic and international work environments, so that they are equipped to use organizational, inter- cultural communication, language and information skills, when confronted with the challenges of daily professional practice. Being immersed in a multi-disciplinary, multi-multilingual and multi-cultural study environment at different universities allows all students to sharpen their skills to combine intra-European mobility with their study-related workload in a structured and effective manner on a daily basis; to understand and communicate issues from and across different cultural, European and international perspectives; to process knowledge and information in a timely, accurate, and efficient way and to seek solutions with student peers across cultural and linguistic boundaries throughout their studies.</p> <p>LO7 Have acquired analytical skills to conduct research under supervision, as well as present and report, clearly and comprehensively, both orally and in written form knowledge concerning questions of European Studies so that overall, students are able to formulate research questions, understand academic literature, collect and analyse data, critically reflect on research findings and weave this into the scientific-academic presentation of their own research results.</p>
Course objectives	<p>Organizational and Corporate Communication refers to the role of communication in establishing relationships between organizations/corporations and stakeholders. This includes strategic communication planning as well as operational implementation applying techniques and tactics. Both private and public sector entities are covered, as well as NGOs.</p> <p>Course's aims include:</p> <ol style="list-style-type: none"> 1. Providing the student with the conceptual knowledge and theory framework for understanding the field of organizational and corporate communication. 2. Facilitating professional tools to develop and implement organizational and corporate communication plans and campaigns, both for private companies and public sector organizations, as well as for non-profit entities. 3. Helping students develop learning to structure, organize, and manage a communication department at both the strategic level (including research for communication planning and evaluation) as well as at the operational one (applying techniques and tactics). 4. Making the student understand communication management from a professional and social responsible perspective, by carrying out practical cases and real communication campaigns in collaboration with companies, organizations, NGOs and communication agencies.

Content	<ol style="list-style-type: none"> 1. Conceptual and theory framework for organizational and corporate communication. 2. Organizational and corporate communication within the framework of strategic communications management. 3. Fundamentals for building organizational and corporate brands. Mission, vision, values and corporate/organizational philosophy. 4. From corporate/organizational identity and image to reputation. 5. Organizational and corporate branding. Current trends in green and social branding. 6. Designing a European corporate/organizational communication plan. Research, strategic planning, actions, timing and evaluation. 7. International issues management in corporate and organizational communication. 8. Practicing in the field of organizational and corporate communication. Managing the relationship of the communication company with the client. 9. Arrangement of events as a corporate communication activity. 10. Managing media relations. Media events, press releases and analysis of media coverage. 11. Corporate documents: newsletters, videos, podcasts, websites. 12. Corporate and organizational communication in social networks: strategy, implementation, and evaluation. 13. Performance of spokespersons. Press conferences, statements and interviews. 14. Assessing communication. 15. From corporate social responsibility to RRI: towards a new concept of organizational and corporate responsibility.
Work format(s)	Teaching will consist of a combination of formats, e.g. lectures, hands-on workshops, role play, case studies and reports delivered by students, readings and resumes, group discussions and actual communication projects.
Manner of assessment	<p>On-going evaluation system:</p> <ul style="list-style-type: none"> • PROJECT 50 %: Design and presentation of a campaign/communication plan • CASES 30 %: Portfolio of practical cases and class assignments • PARTICIPATION 10%: Collaborative attitude and participation in class activities and exhibitions (online): 10% <p>To pass the course through ongoing assessment, participants have to present and pass the end-of-year project, in addition to delivering at least 80% of the practical cases. Participation accounts for 10% of the assessment and refers to a collaborative and participatory attitude towards the tasks related to the subject.</p>

Literature (required/ recommended)	<p>Apart from lecture handouts, readings, video materials, case briefings, the following basic handbooks are recommended:</p> <p>Required:</p> <ul style="list-style-type: none"> • Cornelissen, J. (2014). <i>Corporate Communication</i>. London: Sage Publications. • Canel, MJ & Luoma-aho, V. (2020). <i>Public Sector Communication</i>. Wiley-Blackwell. Recommended <p>websites:</p> <ul style="list-style-type: none"> • IPRA, International Public Relations Association: https://www.ipra.org/ • IABC, International Association of Business Communicators: https://www.iabc.com/ • ICCO, International Communications Consultancy Organization: https://iccopr.com/ • ICA, International Communication Association: https://www.icahdq.org/ • The One Club for Creativity: https://www.oneclub.org/
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