

1. BASIC DETAILS

Course	Corporate Communication
Degree	Bachelor's degree in advertising
School/Faculty	Social and Communication Sciences
Course	1º
ECTS	6 ECTS
Type	Core
Language(s)	Spanish
Delivery Mode	On campus
Semester	2nd semester
Coordinating Teacher	Bienvenida Parres
Academic Year	24-25

2. INTRODUCTION

Corporate Communication is a core subject in the bachelor's degree in advertising, in the first year of this Bachelor's Degree, with a value of 6 ECTS credits.

This is an essential subject which strengthens the field of Social and Communication Sciences in the bachelor's degree in advertising.

The subject plays a key role in students' curricular itinerary due to its core nature in the Corporate Communication module, which also includes the following courses: Communication Management, Live Communication, Events and Sponsorships and Public Relations and Institutional Relations.

This subject is focused on understanding the communication strategies of companies and their relationships with different stakeholders to build identity, image and reputation.

3. SKILLS AND LEARNING OUTCOMES

Key skills (CB, by their acronym in Spanish):

CB2 - Students can apply their knowledge to their work or vocation in a professional manner and possess the skills which are usually evident through the forming and defending of opinions and resolving problems within their study area

CB3 - Students could gather and interpret relevant data (usually within their study area) to form opinions which include reflecting on relevant social, scientific or ethical matters

CB4 - Students can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences

Transversal skills (CT, by their acronym in Spanish):

CT5 - Analysis and problem-solving: Be able to critically assess information, break down complex situations, identify patterns and consider different alternatives, approaches and perspectives to find the best solutions and effective negotiations.

CT6 - Adapting to change: Be able to accept, consider and integrate different perspectives, adapting your own approach as required by the situation at hand, and to work effectively in ambiguous situations

CT7 - Leadership: Be able to direct, motivate and guide others by identifying their skills and abilities, in order to effectively manage their development and common interests

CT8 - Entrepreneurial spirit: Ability to take on and carry out activities that generate new opportunities, foresee problems or lead to improvements

Specific skills (CE, by their acronym in Spanish):

CE11 - Ability to develop the communication skills needed to present advertising campaigns

CE15 - Ability to produce creative solutions to new consumer needs

Learning outcomes (RA, by their acronym in Spanish):

RA1: Students are able to recognize and differentiate between the concepts of identity, image, values and corporate culture.

RA2: Analyze the role of communication in organizations.

RA3: Understand and use the different business communication tools and techniques.

The following table shows how the skills developed in the course match up with the intended learning outcomes:

Skills	Learning outcomes
CB02, CT05, CT06, CE15	RA1
CB02, CT05, CT06, CE15	RA2
CB02, CT05, CT06, CE15	RA3

4. CONTENTS

- The management and role of communication in organisations.
- Management of identity, values and corporate culture.
- Corporate image, brand and reputation.
- Corporate Visual Identity Manual.
- Historical evolution of PR with Corporate Communication.
- Corporate Communication (goals, methods and factors).
- Internal and external communication of organisations: tools, types and techniques.
- Introduction to the communication department and communication agencies.

5. TEACHING/LEARNING METHODS

ON CAMPUS STUDY MODE

- Lecture/online conference
- Case studies
- Collaborative learning
- Problem-based learning

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

On-campus:

Learning activity	Number of hours
Lectures	24
Asynchronous lectures	6
Debates and discussions	10
Case study analysis	30
Problem-solving	10
Oral presentations	10
Drawing up reports and written work	10
Group tutorials	10
Independent working	40
TOTAL	150

7. ASSESSMENT

The assessment methods, plus their weighing in the final grade for the course, are as follows:

On-campus:

Assessment system	Weighting
On-campus knowledge tests	40.0
Oral presentations	20.0
Reports and written work	20.0
Performance observation	20.0

On the Virtual Campus, when you open the course, you can see all the details of your assessment activities and the deadlines and assessment procedures for each activity.

7.1 Ordinary call

To pass the subject in the ordinary session, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) of the subject.

In any case, it will be necessary that you obtain a grade greater than or equal to 4.0 in the final test, so that it can average with the rest of the activities.

7.2 Extraordinary call

To pass the subject in the ordinary session, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) of the subject.

In any case, it will be necessary that you obtain a grade greater than or equal to 4.0 in the final test, so that it can average with the rest of the activities.

Activities that have not been passed in the ordinary call must be submitted, after having received the corresponding corrections from the teacher, or those that were not delivered.

8.SCHEDULE

This section indicates the schedule with deadlines for assessable activities on the subject:

Assessable activities	Date
Activity 1	Week 1,2,3
Activity 2	Week 5
Activity 3	Week 6,7,8
Activity 4	Week 9,10,11
Activity 5	Week 18,19

This schedule may be modified for logistical reasons. Any modification will be notified to the student in a timely manner

9. BIBLIOGRAPHY

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10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

From the Educational Guidance and Diversity Unit (ODI) we offer accompaniment to our students throughout their university life to help them achieve their academic achievements. Other pillars of our action are the inclusion of students with specific educational support needs, universal accessibility on the different campuses of the university and equal opportunities.

This Unit offers students the following:

1. Accompaniment and follow-up through the realization of personalized advice and plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made, that is, at the level of methodology and evaluation, for those students with specific educational support needs, thus pursuing equal opportunities for all students.
3. We offer students different extracurricular training resources to develop various skills that will enrich them in their personal and professional development.
4. Vocational guidance through the provision of tools and advice to students with vocational doubts or who believe that they have made a mistake in the choice of the degree.

Students in need of educational support can write to us at:

orientacioneducativa@universidadeuropea.es

11. SATISFACTION SURVEYS

Your opinion matters!

Universidad Europea encourages you to participate in satisfaction surveys to identify strengths and areas for improvement in the teaching staff, the degree and the teaching-learning process.

Surveys will be available in the survey space on your virtual campus or via email. Your

assessment is necessary to improve the quality of the degree.

Thank you very much for your participation.

