CORPORATE & INSTITUTIONAL COMMUNICATION

COURSE: THIRD
SEMESTER: SECOND
TYPE: OPTIONAL
CREDIT: 3
LANGUAGE: ENGLISH
PROFESSOR: DRA. MARÍA EUGENIA MARTÍNEZ

OBJECTIVES:

The Corporate and Institutional Communication subject has as main objective to approach the students to the processes of brands creation, in order to give them tools to manage all the communication strategies from the beginning.

The theoretical and practical approach of this subject, will take the student to face real situations in companies. They have to found a brand and, afterwards, they have to resolve some situations that they find throughout the course.

To give the student a different vision, the subject has been focused from the Experiential Marketing point of view. In order to make them think, not only in the different expros as main brand *touchpoints* with their clients, but in order to look for a reflection on creating a corporate strategy based on experiences.

Additionally, the subject is based on the fact that students (in groups) must create a brand (doing the business concept, defining the Corporate Identity, designing the different points to keep in mind in Corporate Visual Identity), and then, having founded the company, they are going to face some common situations that can be founded in companies (store design, product launch, internal communication management, crisis management)

The key element of this subject is to know how to apply the theoretical concepts in projects planning and their elaboration; as well as to confront the presentations.

COMPETENCES:

BASIC

- **CB2 –** That students know how to apply their knowledge to their work or vocation in a professional way and have the skills that are usually demonstrated through the arguments elaboration and defense and solving problems within their field of study.

GENERAL

- **CG1 –** Develop linguistic skills and express themselves adequately and convincingly in the different situations of oral and written communication in the community languages and in English.

- **CG6 –** Show the ability to solve problems, strategize and evaluate the impact of proposed solutions from the theoretical and practical frameworks offered by the Social Sciences.

SPECIFIC

- **CE6 –** Listen, negotiate, persuade and communicate effectively (oral and written), using the means of the business world, such as the preparation and the reporting of specific situations in advertising and public relations.

LEARNING OUTCOMES:

- **R1 –** Applies the keys, means and methods to develop a good communication work in companies and institutions.
- **R2 –** Designs, plans, implements and evaluates corporate communication plans.
- **R3 –** Identifies the function and manages the communication office techniques of organizations and institutions.
- **R4 –** Establishes the communication needs of companies and institutions.
- **R5 –** Develops in complex situations or that require the development of new solutions, in the academic or professional field within its field of study.

CONTENTS:

1. **Experiential marketing.**
   – What is experiential marketing
   – Evolution of traditional marketing to experiential marketing
   – Strategic experiential modules
   – Tools to create experiential marketing (expros)
   – Connection between experiential marketing and corporate identity
   – Brand Image. Differences between corporate identity, corporate visual identity and corporate image
   – Composition of the Corporate Identity

2. **Corporate Visual Identity & Packaging.**
   – What is the CVI
   – CVI Characteristics
   – CVI Objectives
   – CVI Signs
   – Guidelines to take into account to develop a good brand
   – Packaging - 7 important points of the packaging

3. **Store design**
   – The importance of the point of purchase (sale) as a direct touchpoint.
   – Merchandising (definition and types)
   – Main points to keep in mind in the store design and their effects
   – Communication at the point of purchase (sale)

4. **Events management.**
   – Difference between organization and institution
   – Check event organization list
   – Production
   – (Planning) Points to consider in events management
   – Timeline

5. Internal Communication.

- Internal communication objectives

- Types of internal communication

- Internal Communication Tools

- Internal communication evaluation and analysis

6. Crisis management.

- Crisis definition in the corporate sphere

- Ways to manage and how to answer

- Crisis Manual

EVALUATION SYSTEM:

There will be two mid-term exams (can be retaken) that will have a 30% value of the final mark. The other 70% is by a non-retaken activities. Students will create a brand at the beginning of the course and work on it through 6 activities, which will be the 70% of the final mark.

It is necessary for students to pass both mid-term exams (+ 5pt out of 10) to do the average. And it is necessary that the two parts (activities and exams) will be passed to do the average.

The non-attendance (not justified) in classes where they present an activity, will suppose a "not delivered", that is, a zero.

The teacher will evaluate the attendance, as well as the active participation, both in the activities elaborations, as well as in the open debates in class. The critical and analytical student vision will be seen with special importance, as well as the elaboration of constructive feedback on the proposed activities by the classmates and the oral presentation of the activity in a group. The teacher will consider the progression and continuous evaluation of the student.

METHODOLOGY:

The subject is face-to-face and combines the theoretical knowledge with its implementation in each session. Throughout the sessions, the teacher will expose program contents through the use of different learning methodologies, besides doing group training activities to complement and put the knowledge into practice.

Finally, it is recommended that the student dedicates each week a few hours of personal work to this subject in order to consolidate the acquired knowledge in each one of the lessons. This personal work will consist of a review of the theoretical aspects treated in class and complement them with the basic bibliography.

BIBLIOGRAPHY:

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- LOSADA, J.C. (2010) *Gestión de la Comunicación en las Organizaciones*, Ed. Planeta (Ariel Comunicación), Barcelona.

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