

CORPORATE & INSTITUTIONAL COMMUNICATION**COURSE:** THIRD COURSE**SEMESTER:** SECOND**TYPE:** ELECTIVE COURSE**CREDITS ECTS:** 3**LANGUAGE:** ENGLISH**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

- 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

- 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.
- 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

- 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 RESULTS

1. Applies the keys, means and methods to develop a good communication work in companies and institutions.
2. Designs, plans, implements and evaluates corporate communication plans.
3. Identifies the function and manages the communication office techniques of organizations.
4. Establishes the communication needs of companies and institutions.
5. 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. Lesson 1. Experiential marketing.

What is experiential marketing

Evolution of traditional marketing to experiential marketing

Strategic experiential modules

Tools to create experiential marketing (expos)

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. Lesson 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. Lesson 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. Lesson 4. Events management.

Difference between organization and institution

Check event organization list

Production

(Planning) Points to consider in events management

Timeline

5. Lesson 5. Internal Communication.

Internal communication objectives

Types of internal communication

Internal Communication Tools

Internal communication evaluation and analysis

6. Lesson 6. Crisis management.

Crisis definition in the corporate sphere

Ways to manage and how to answer

Crisis Manual

ASSESSMENT CONTENTS:

There will be two mid-term exams susceptible of recovery that will have a value of 30% of the final mark, another 70% will be the result of the 6 activities throughout the course. It is obligatory to pass both parts **(+5pt of 10)** to make average.

It is not mandatory to pass all activities to be evaluated, as long as the average of all of them is passed **(+5pt of 10)**.

In the case of obtaining a mark between **4 and 5** in one of the partials, it will not be necessary for the student to do the remedial exam if the resulting average with the other partial is **higher than 5**. However, in this situation, although the resulting average was higher than 6, the final grade of the subject would be 6. (That is: in the case of obtaining a 4 in one exam and a 5 in another, if the average is not over 5 points, they will have to do the remedial exam. Also, even if they get an average of exams of 7, if in an exam they have obtained a 4 and in the second a 10 and in the activities, they have obtained an 8, the final average will be 6).

In the case of not obtaining a mark higher than 5pt in the average of the activities, the student can not pass the subject, although the average with the exam is passed.

The non-attendance (not justified) in classes where they present an activity, will suppose a "no delivery", that is, a zero.

The evaluation of the works will be: 90% written work and work in class, 10% presentation (in all that it requires). Those students who do not make the presentation without justification, will assume a 0 in the activity. Those students who do not present (but are present in class), will assume a 0 in the activity too.

Due to the practical nature of the subject, the only recoverable option is the exam. All activities are planned in such a way that daily follow-up in class will allow the student to have the option of constant improvement.

The students will work in groups. Despite this, students can obtain different marks in the same activity, depending on the fulfillment of the micro-objectives established for each session, for each activity.

The teacher will evaluate the attendance, as well as the active participation, both in the activities elaborations, 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.

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.

The teaching staff will consider the development and progress of each student individually.

Any student who does not sit an exam and he does not justify his absence on grounds of force majeure, either to Coordination or Academic Tutoring, will lose this opportunity. He will be able to do it in the complementary period, but only in case he meets the requirements for it. If the student has provided a certificate of absence due to a case of force majeure, he will sit the exam on the complementary date and he will still keep another examination sitting. In case, he would not pass the exam on the complementary date, he will have another opportunity before the last day to record grades.

Any student who does not make an oral presentation and he does not justify to the teacher that it has been a case of force majeure, will lose the chance to do it another day.

Likewise, any student who does not deliver an activity on deadline and he does not justify to the teacher that it has been due to force majeure, he will miss the opportunity.

RECOMMENDED BIBLIOGRAPHY:

JIMÉNEZ, G. (2016) *Merchandising y Retail. Comunicación en el Punto de Venta*, Advook, Sevilla.

KELLER, K.L. (2013) *Strategic Brand Management: Building, measuring and managing Brand Equity*, Pearson / Prentice Hall, 4th Edition, New Jersey, USA.

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

SCHMITT, B. (2006) *Experiential Marketing*, Deusto, Barcelona.

VILLAFAÑE, J. (1999) *La gestión profesional de la Imagen Corporativa*, Ed. Pirámide, Madrid.

(DIGITAL LIBRARY) CORPORATE EXCELLENCE (2013) *What makes a Chief Communications Officer Excellent?*

(DIGITAL LIBRARY) VAN RIEL, C.BM. (2013) *El chief communication Officer del futuro*, Corporate Excellence.

LINKAGE OF THE COMPETENCES, LEARNING RESULTS AND HOURS OF DEDICATION OF STUDENTS TO THE EVALUATION SYSTEM.

SUBJECT: CORPORATE AND INSTITUTIONAL COMMUNICATION

CREDITS: 3

CLASS HOURS: 30 HOURS

ESTIMATED HOURS OF WORK OUT OF THE CLASSROOM: 50 HOURS.

Activity	Evaluation	Competences and KR	Constraints	Commitment
<p>Activity 1a* (groupal/mandatory): "OUR BRAND. PART 1." Students will create a brand. They are going to work with it throughout all of the course. They will start a Branding Plan, so, first of all, they have to create the main ideas. These ideas will be shown by a Business Chart.</p> <p>Activity 1b*(groupal/mandatory) They will have to create and write the Corporate Identity; according to the Business Chart + present the naming process.</p>	10%	CB2, CG6, CE6 // R1, R4, R5	<p><i>In groups of maximum 5 people</i></p> <p><i>Delivery</i></p> <p><i>Mandatory in the date stipulated</i></p> <p><i>Can't be retaken</i></p>	5 hours
<p>Activity 2*(groupal/mandatory) "Corporate Visual Identity". Once they have the brief business plan and the corporate identity established; they will</p>	10%	CB2, CG6, CE6 // R1, R2, R3, R4, R5	<p><i>In groups of maximum 5 people</i></p> <p><i>Delivery</i></p>	4 hours

<p>create their own Corporate Visual Identity (they'll have to create a basic visual style guide) and the packaging.</p>			<p>Mandatory in the date stipulated</p> <p>Can't be retaken</p>	
<p>Activity 3*(groupal/mandatory): Students will develop a store outline where they have to identify the main elements of the store (and merchandising) and every in-store communication action.</p>	<p>12,5%</p>	<p>CB2, CG6, CE6 // R1, R2, R3, R4, R5</p>	<p>In groups of maximum 5 people</p> <p>Delivery</p> <p>Mandatory in the date stipulated</p> <p>Can't be retaken.</p>	<p>4 hours</p>
<p>Activity 4* (groupal/mandatory): "launch the product". The students have finished their "Branding Plan", so</p>	<p>12,5%</p>	<p>CB2, CG1, CG6, CE6 // R1, R2, R3, R4, R5</p>	<p>In groups of maximum 5 people</p> <p>Delivery</p>	<p>4 hours</p>

<p>now, it's time to communicate that they exist!</p> <p>In order to internalize the main aspects of events management, they will have to develop an event to launch their new product (taking into account the main parts of the plan and the press releases).</p>			<p>Mandatory in the date stipulated</p> <p>Can't be retaken</p>	
<p>Activity 5* (groupal/mandatory): The students have made a successful brand, so, in this case, they will be given a fictitious document with the situation of their company and the changes that have taken place (increase in turnover, greater number of employees, existing departments, main stakeholders ..)</p> <p>They must make an internal communication brochure, with their respective objectives in line with this growth.</p>	<p>12,5%</p>	<p>CB2, CG6, CE6 //R1, R2, R3, R4, R5</p>	<p>In groups of maximum 5 people</p> <p>Delivery</p> <p>Mandatory in the date stipulated</p> <p>Can't be retaken</p>	<p>4 hours</p>
<p>Activity 6*(groupal/mandatory): Students will find a problem that may affect their Corporate Image and Reputation, therefore, to safeguard the reputation of their brand, they</p>	<p>12,5%</p>	<p>CB2, CG6 // R1, R2, R3, R4, R5</p>	<p>In groups of maximum 5 people</p> <p>Delivery</p>	<p>4 hours</p>

<p>must manage through the techniques of crisis management in a correct way and they will have to draw up a CSR plan in accordance with the crisis they have suffered, for future occasions.</p>			<p>Mandatory in the date stipulated</p> <p>Can't be retaken</p>	
<p>MID – TERM EXAM I.</p> <p>Theoretical exam where they will have to answer 5 questions about the main concepts, theories, models and processes seen in class.</p>	<p>15%</p>		<p>Can be retaken in extraordinary exams as long as the student has made the correct follow-up of the rest of the evaluation (that is, has a score higher than 5 of the average of the activities)</p>	<p>15 study hours</p>
<p>MID-TERM EXAM II.</p> <p>Practical exam where the students will have to carry out the identification, analysis and resolution of different situations, according to what was seen in the different activities carried out throughout the course.</p>	<p>15%</p>		<p>Can be retaken in extraordinary exams as long as the student has made the correct follow-up of the rest of the evaluation (that is, has a score higher than 5 of the average of the activities)</p>	<p>10 study hours</p>

CLASS HOURS	30
TOTAL HOURS OF COMMITMENT	80