

CORPORATE AND INSTITUTIONAL PUBLIC RELATIONS**COURSE:** THIRD**TERM:** SECOND**TYPE:** OPTIONAL**CREDITS:** 6**LANGUAGE:** ENGLISH**DOCENTE:** [SOL GARCÍA](#)**OBJECTIVES:**

The objective of this subject is teaching the students to apply the principles of Communication, inside the corporate and institutional culture and organization. The student will be able to design, plan and manage effective messages, corporate identities, from the view of Advertisement, Marketing and Public Relations, in both conventional media and non-conventional. Ultimately, they will be able to build persuasive messages, designed around solid arguments, professionally and academically.

COMPETENCES:**GENERALS**

CB2 - Students can apply their knowledge and professional skills in the workplace and have necessary skills which can be demonstrated when they engage in developing and defending arguments and solve problems in their area of study.

CB4 - Students can communicate information, ideas, problems and solutions to general and specialized audience.

CG1 - Developing of linguistic skills, learning to express adequately and convincingly in different situations of oral and written communication in English and the language of the community.

LEARNING OUTCOMES:

R1 Applying the principles of rhetoric and informational writing to different types of professional texts in advertisement and public relations.

R2 Elaborating effective messages in both conventional media and non-conventional media.

R5 Designing, organizing and planning Public Relations events and actions in the framework of institutional communication.

R6 Designing, organizing and planning Public Relations events and actions in the framework of organizational and internal communication.

R7 Applying their knowledge and skills for troubleshooting situations in complex or specialized professional work environments, by means of own reasoning and procedures which require creative and innovative ideas.

SYLLABUS CONTENTS:

1. Introduction: Experiential marketing & Corporate Identity

- What is experiential marketing
- The experiential marketing revolution
- Types of experiences: Sense, Feel, Think, Act and Relate
- Corporate Identity
- Moments of truth
- Connection between experiential marketing and corporate identity

- Differences between corporate identity, corporate visual identity and corporate image

2. Corporate Visual Identity & Packaging.

- Application areas of Corporate Identity: Products (goods & services), Environment (internal & external), Communication & Staff Behaviour
- 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. Environment – Point of sale (Physical & Online)

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

4. Corporate Communication - Events management.

- Types of events
- Main objective of each event
- Successful cases
- (Planning) Points to consider in events management
- Timeline
- Documentation and measurement of results

5. Internal Communication.

- Corporate Identity and 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 a crisis and how to answer
- Crisis Manual

EVALUATION SYSTEM:

There will be one mid-term exam (can be retaken) that will have a 30% value of the final mark. The other 70% is by 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 the mid-term exam (+ 50pts out of 100 each) in order to do the average with the rest of the grades (activity grades). It is necessary to pass both parts: activities average equal/over 50/100 and exam equal/over 50/100. Their average will become the final grade.

If an activity involves an oral presentation, group students will be graded jointly for the written presentation but may receive a different grade in their oral presentation.

Non-attendance (and not justified) in those classes where an activity must be delivered, will be considered a "not delivered" activity, and will suppose a zero for that activity. Those who have justified their absence on the activity day will have, at most, 5 business days after the due date in order to make their presentations or send a video with their presentation in case they cannot

attend. If this is not done within those days it will be considered as not presented, hence a zero grade.

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 and thinking 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.

Grading system	Weighting
Average grade of homework Activities	70%
Mid term exam It is a must for students to pass the exam (+ 50pts out of 100) in order to do the average with the rest of the grades (activity grades).	30%

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 dedicate each week a few hours of personal work to this subject in order to consolidate the acquired knowledge

of each topic. This personal work will consist of making a review of theoretical aspects given 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.

Activity	Percent age weights	Competen ces and learning outcomes	Conditions	Dedication
Activity # 1: a) Business Chart b) Corporate Identity & Naming	11%	CB2 – CB4 – CG1 – CE2 – CE6 // R1	Group activity. Can't be recovered. It must be delivered on the	Reading and practice: 4 hours

			designated date.	
Activity # 2: Corporate Visual Identity	11%	CB2 – CB4 – CG1 – CE2 – CE6 // R1	Group activity. Can't be recovered. It must be delivered on the designated date.	Reading and practice: 6 hours
Activity # 3: Environment- Store design – In-store communicati on	12%	CB2 – CB4 – CG1 – CE2 – CE6 // R1 - R2	Group activity. Can't be recovered. It must be delivered on the designated date.	Reading and practice: 14 hours
Activity # 4: Event planning	12%	CB2 – CB4 – CG1 – CE2 – CE6 - CE7 // R1 - R2 - R5	Group activity. Can't be recovered. It must be delivered on the designated date.	Reading and practice: 12 hours
Activity # 5: Internal Communicati on	12%	CB2 – CB4 – CG1 – CE2 – CE6 - CE7 // R1 - R2 - R6	Group activity. Can't be recovered. It must be delivered on the designated date.	Reading and practice: 15 hours
Activity # 6: Crisis Management – Social Media	12%	CB2 – CB4 – CG1 – CE2 – CE6 - CE7 // R1 - R2 - R7	Group activity. Can't be recovered. It must be delivered on the designated date.	Reading and practice: 15 hours
Mid-Term Exam	30%	CB2 – CB4 – CG1 – CE2 – CE6	Can only be recovered at the	Minimum study

		- CE7 // R1 - R2 - R5 - R6 - R7	complementary period if the student has delivered all of the homework activities. Must be passed with a minimum grade of 50/100	time: 45 hours
Complementary exam	30%	CB2 – CB4 – CG1 – CE2 – CE6 - CE7 // R1 - R2 - R5 - R6 - R7	maximum note that can be obtained 50/100	

Total class hours: 58 hours. Total dedication outside the classroom: 111 hours.

Total time of dedication to the subject: 169 hours.

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