

CORPORATE & INSTITUTIONAL COMMUNICATION**SCHOOL YEAR:** THIRD COURSE**SEMESTER:** SECOND**TYPE:** ELECTIVE COURSE**CREDIT:** 3**LANGUAGE:** ENGLISH**PROFESSOR:** IRIA RODRIGUEZ**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 RESULTS

R1: Applies the keys, means and methods to develop 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.

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. Lesson 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. 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 one exam susceptible to recovery that will have a value of 40% of the final mark, another 10% will be the result of the 5 activities throughout the course and the remaining 10% will be the result of participation and carrying out some activities in class. It is obligatory to hand in the mandatory activities as well as pass the exam with **+40pt out of 100, so that then the exam mark will make average with the rest of the activities of the subject and this average mark has to be a minimum of 50 points to pass the subject.**

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.

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 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.

The teacher will take into account the development and progression of each individual student.

The student who doesn't go to the exam and doesn't justify in Coordination or Academic Tutoring the cause of major force, will lose the call and will be able to carry out it in a period of complementary, in the case that he/she fulfills the requirements of the one. In the case of proving the cause of major force, go to take on the date of complementary, but still keep a call. In this way, in the case of failing the exam in complementary, you will have another opportunity before the closing of the reports.

Any student who does not deliver an activity on deadline and does not justify to the teacher that it has been due to major force, will still be able to upload the activity with a grade reduction of 50% within the first delayed day, after that it will not be accepted.

The student who does not comply with 80% of the attendance, loses the call for the ordinary exam, and can go to complementary in the case of meeting the requirements of the subject.

METHODOLOGY:

The subject will start online 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 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.

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: 55 HOURS.

<i>Activity</i>	<i>Evaluation</i>	<i>Competences and KR</i>	<i>Constraints</i>	<i>Commitment</i>
<p>Activity 1 (groupal/mandatory): OUR BRAND. 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. Also they will have to create and write the Corporate Identity; according to the Business Chart and present the naming process</p>	10%	<p>CB2, CG6, CE6 // R1, R4, R5</p>	<p><i>In groups of maximum 5 people</i></p> <p><i>Delivery Mandatory in the date stipulated</i></p> <p><i>Can't be retaken</i></p>	5 hours
<p>Activity 2 (groupal) "Corporate Visual Identity". Once they have the brief business plan and the corporate identity established; they will create their own Corporate Visual Identity</p>	10%	<p>CB2, CG6, CE6 // R1, R2, R3, R4, R5</p>	<p><i>In groups of maximum 5 people</i></p> <p><i>Delivery in the date stipulated</i></p>	4 hours

(they'll have to create a basic visual style guide) and the packaging.				
Activity 3* (groupal): 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.	10%	CB2, CG6, CE6 // R1, R2, R3, R4, R5	<i>In groups of maximum 5 people</i> <i>Delivery in the date stipulated</i> <i>Can't be retaken.</i>	4 hours
Activity 4* (individual): "launch the product". The students have finished their "Branding Plan", so now, it's time to communicate that they exist! 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).	10%	CB2, CG1, CG6, CE6 // R1, R2, R3, R4, R5	<i>Delivery in the date stipulated</i> <i>Can't be retaken</i>	4 hours
Activity 5*(individual/mandatory): Students will find a problem that may affect their Corporate Image and Reputation, therefore, to safeguard the reputation of their brand, they 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.	10%	CB2, CG6 // R1, R2, R3, R4, R5	<i>Delivery Mandatory in the date stipulated</i> <i>Can't be retaken</i>	4 hours
CLASS PARTICIPATION participation and carrying out some activities in class about	10%	CB2,CG1,CG6 ,CE6// R1, R2,R3,R4, R5	<i>Delivery in the date stipulated</i>	

the topics covered in class and to be handed in the campus			<i>Can't be retaken</i>	
EXAM. Theoretical-practical exam where they will have to answer questions about the main concepts, theories, models and processes seen in class, and where they 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.	40%	CB2,CG1,CG6 ,CE6// R1, R2,R3,R4, R5	<i>Can be retaken in extraordinary y exam as long as the student has made the correct follow-up of the rest of the evaluation</i>	30 study hours
CLASS HOURS	30			
TOTAL HOURS OF COMMITMENT				85

RECOMMENDED BIBLIOGRAPHY (ESERP Online Library):

Alloza, A. (2013) *Corporate Reputation*. Corporate Excellence Series.

Gillis, T. (2011) *The IABC Handbook of Organizational Communication A Guide to Internal Communication, Public Relations, Marketing, and Leadership*. Jossey-Bass.

OTHER 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.

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