TEACHING GUIDE

CORPORATIVE AND INSTITUTIONAL COMMUNICATION

GRADO EN PROTOCOLO, ORGANIZACIÓN DE EVENTOS Y COMUNICACIÓN COORPORATIVA (INGLÉS)

ACADEMIC YEAR 2024-25

Date: 01-07-2024

I.-Subject Identification

Type	OBLIGATORIA
Teaching period	2 course, 1Q semester
Nº of credits	6
Language in wich the subject is taught	English

II.-Presentation

PRESENTACIÓN

La asignatura "Comunicacion Institucional y Corporativa" capacitara al alumnado para distinguir los diferentes aspectos, caracteriaticas y peculiaridades de cada institucion, organizacion o empresa y la importancia de la comunicacion. Esta asignatura presenta los contenidos que hoy se trabajan en Comunicacion corporativa.

Conocer las diferencias entre la comunicacion de empresa o de las organizaciones publicas y privadas, asi como otras instituciones es uno de los objetivos de la asignatura, para que el alumno sepa adaptar la comunicacion a las peculiaridades de cada institucion. Ademas se tiene en cuenta la importancia de la Responsabilidad Social y Corporativa en la comunicacion de organismos, instituciones, coorporaciones o empresas publicas y privadas.

El alumno adquiere los conocimientos y capacidad para aplicar a la comunicacion y organizacion de eventos y actos, las diferencias que se deriven de las distintas instituciones, organizaciones o empresas, como requisito necesario para conseguir sus objetivos.

En esta asignatura se impartiran los contenidos necesarios sobre la comunicacion de las instituciones, organizaciones y empresas hoy, teniendo en cuenta la trasmisison de una imagen de organizacion adecuada. Los conceptos de "credibilidad", "ejemplaridad" y "reputacion" y su repercusion en el plan de comunicacion. Como trasmitir una imagen de marca; comunicacion y Responsabilidad Social. Comunicacion y gestion.

Aprenderemos los aspectos determinantes en la Comunicacion Corporativa hoy. Ademas de los contenidos teoricos, los alumnos trabajaran en grupo estudios de caso y la C. Corporativa de Instituciones, Organizaciones y empresas.

Asi mismo se trabajaran casos practicos para afianzar los contenidos.

Se trata de aprender como debe trabajarse la comunicacion, tambien cuando las empresas o instituciones organizan actos protocolarios o eventos como acciones de comunicacion.

Conocer los multiples canales para proyectar esa imagen y comunicacion, generando confianza entre sus publicos, teniendo en cuenta los canales internos y externos, medios digitales y medios analogicos para vehicular el contenido informativo de manera efectiva.

III.-Competences

Generic competences

CG2. Ability to apply knowledge to practice

CG3. Ability to analyse, gather and summarise information and data

CG4. Oral and written communication skills in the language of the degree

CG5. Development of autonomous learning in the field of study

CG6. Planning and organisation skills

CG7. Work organisation and business management techniques

CG9. Ability to gather, evaluate and interpret information from different sources

CG10. Decision-making and problem-solving skills

CG12. Development of interpersonal skills

CG13. Recognition of diversity and multiculturalism. Knowledge of other cultures and customs

CG14. Critical-thinking and self-criticism skills

CG15. Ability to coordinate, manage and motivate work teams in order to gain benefits and achieve results for other people

CG16. Leadership, with a conscious and ongoing commitment to respond constructively to challenges, contributing towards their resolution with experience, knowledge and action

Specific competences

CE7. Gain specific knowledge in the field of communications and on how the media operates in relation to institutions and businesses, as the fundamental principle to position a message

CE9. Learn how to programme the communication plan, internal and external, for a business organisation, corporation or institution

CE11. Knowledge of the professional and business environment related to the practice of the profession

CE13. Ability to communicate different messages to all types of audiences, differentiating the information with accuracy

CE14. Knowledge of the basic principles of corporate communication, and of the way the media operates in relation to institutions and/or businesses

CE17. Ability to identify, value and manage the intangible assets of a company regarding communication

CE18. Comprehensive image and corporate reputation management

CE19. Communication skills and institutional relations: ability to defend and present different projects related to a brand, events or corporate communication

CE24. Coordinate internal and external communication teams. Ability to design and manage an internal and external communication plan for a company or event

CE26. Ability to organise a communication department. Corporate communication management with the different forms of media, adapting the message to various communication contexts, models and formats

IV.-Contents
IV.A.-Syllabus

I. INSTITUTIONAL COMMUNICATION

1.1 Communication and Protocol:

• Origins of Corporate Communication

• Historical evolution

• Institutional and Corporate Communication and protocol events

1.2 Institutional Communication

1.2.1 Definition and objectives. Related terms

1.2.2 Institutional image and Corporate Communication

1.2.4 Corporate communication and event organization

1.3 Communication Management

• Communication and institutional relations

• Competencies and organizational charts in institutions and companies

• Communication Management (DIRCOM) and its competencies

II. PRACTICAL INSIGHT INTO COMMUNICATION

2.1 Communication Actions

• Internal and external communication

• Consultancy and communication agency

• Media and their characteristics: key aspects for media relations

2.2 Research Methodologies

• Evaluating communication

• Methods

IV.B.-Training activities

Type	Title
Reading	The readings will be indicated throughout the course
Individual activities. Individual presentations, crafting a speech, etc.	Those that are suitable for the subject, such as case studies that will be developed in class.

V.-Student worload

Lecture classes	20
Pratical classes/resolution of exercises, case studies, etc.	20
Practical sessions in technological laboratories, hospitals, etc.	10
Tests	10
Academic tutorials	18
Related activities: conferences, seminars, etc.	0
Preparation of lecture classes	30
Preparation of practices, exercises, cases studies work	50
Test preparation	22
Total student workload	180

VI.-Methodology and academic programme

Type	Period	Content
Group work	Week 2 to Week 16	OS. Preparation and presentation of a group task.
Work placements	Week 3 to Week 16	OS. Individual tasks
Master classes	Week 2 to Week 16	OS/DL. Exercises on readings: analyses, commentaries, reviews, etc. DL. Unfolding of the subject contents. Analyses and tasks related to the contents
Work placements	Week 1 to Week 16	Individual practice.

VII.-Assessment methods
VII.A.-Assessment weighting

Continuous ordinary assessment:
The distribution and characteristics of the assessment tests are those described below. Only in exceptional case and for special reasons may the teacher add changes to the Guide. These changes will require the prior consultation with the Subject Head and the prior and explicit authorisation of the Degree Programme Coordinator, who will notify the Vice-Rector?s office in charge of Academic Affairs of the modifications made. In any case, the changes proposed must take into account the stipulations of the verified report. In order for these changes to take effect, they must be duly communicated at the start of the course to the students using Aula Virtual.

The combination of activities that are not re-assessable cannot exceed 50% of the subject grade and, in general, cannot have a minimum grade (except for the case of laboratory or clinical work placements, where duly justified), and tests which exceed 60% of the subject weighting cannot be added.

Extraordinary assessment: Students who do not manage to pass the ordinary assessment, or who did not attend, will be subject to completion of an extraordinary assessment to verify their acquisition of the skills established in the guide, only for activities that are re-assessable.

Description of the tests for assessment and their weights.

The evaluation method is based on the combination of three elements, through which an overall assessment of the knowledge acquired by the student will be obtained. Attendance and active participation in class and the application of knowledge to practical cases will always be assessed.

1. Theoretical content will be evaluated. Students must demonstrate that they have acquired the knowledge covered in the course syllabus by completing the lessons with oral presentations that help them approximate applicability to concrete practice. The teacher will ask questions during these presentations to verify the acquisition of knowledge and its application.

2. The resolution of practical cases will also be evaluated, as well as the presentations in which the student will demonstrate their ability to apply solutions to different scenarios. In this case, the student will prepare a project on the communication of a specified institution, organization, or company, focusing mainly on the impact on brand transmission, credibility, and Corporate Social Responsibility. The teacher may also indicate the preparation of a practical and comparative analysis project on the content covered.

3. Thirdly, the student's active participation during the course will always be assessable, thus promoting not only the student's attendance in class but also their active presence through intervention and participation, achieving a dynamic class where students raise questions and debate among themselves. Shared learning and group dynamics. Readings and their application to the communication of an institution, organization, or company will be discussed. Students will prepare analyses of institutional or corporate communication, applying the acquired knowledge. Each teacher will SPECIFY the organization of each evaluation section in their group.

• SE1: 30% written exam at the end of the course. It is mandatory to pass 50% of this exam to be able to add its result to the final grade.

• SE4: 40% Individual and group work. Group work is NOT re-evaluable and weighs 40%. A student who does not participate in group work will lose 40% of the grade. Under no circumstances can GROUP work be replaced by individual activities. The work may include various weightings, divided into the evaluation of the written work and the oral defense. The evaluation of the oral defense may be individual, as considered by the teacher. This will be specified at the beginning of the course.

• SE5: 20% Evaluation of written and oral expression. The percentage can be divided between the two expressions. It will not be re-evaluable.

• SE5: 10% Evaluation of the preparation of essays, reports, or concept maps. Text comments on readings or documentaries, forum contributions, etc. will NOT be re-evaluable. WORK The teacher will promptly indicate the requirements of the work, the topics, its methodology, as well as the presentation and delivery schedule. •The work must be original and meet the required standards. When using external excerpts, they must be properly cited. Their use cannot be indiscriminate. If copied material is not cited, it will be considered plagiarism and will be penalized negatively, potentially leading to the ELIMINATION OF THE EXAM for evaluation, or in other words, scoring a zero. •ALL STUDENTS must complete a group project. •The teacher will indicate the formal requirements of the GROUP WORK in due course and UNDER NO circumstances can it be replaced by an INDIVIDUAL WORK, as the competencies addressed are not the same. •The work must be ORIGINAL and meet the required standards. Work that does NOT meet these standards will not be evaluated.

EXTRAORDINARY EVALUATION

Students who do not pass the ordinary evaluation will be subject to an extraordinary evaluation. It is MANDATORY to have completed the ORDINARY evaluation to be re-evaluated. Generally, an exam will be conducted on the official established dates, either theoretical and/or practical. THE EVALUATION CAN BE CONDUCTED WITHIN THE ACADEMIC PERIOD.

Observations:

• Attendance and active participation in class are valued. Lack of participation and attendance may prevent passing the course.

• Spelling and punctuation: 1 point will be deducted for each spelling mistake, orthographic accentuation error, or punctuation error.

• Expression: The grading of written tests (both individual and group assignments, as well as the content exam) includes aspects such as spelling, punctuation, and orthographic accentuation, as well as the expression expected at a university level. The structure and presentation of the written text, legibility, organization of content, and presentation will also be taken into account. Attention will be given to an organized structure, content organization, graphic legibility, syntax, and agreement, including the use of appropriate markers.

• The professor may request that mobile devices or computers not be used during classes

VII.B. Assessment of students with an academic exemption

Student who wish to opt for this assessment will have to get an academic exemption for the subject, which they will have to request from the Dean or Director of the Centre which teaches their course. An academic exemption may be granted where the subjects own characteristics allow for it.

Subject with the possibility of an exemption: No

VII.C. Review of assessment tests

In accordance with the exam appeal regulations of the Universidad Rey Juan Carlos.

VII.D.-Students with a disability or special educational needs

Curricular adaptations for students with a disability or special educational needs will be determined by the Disabled Students Support Department, in accordance with the regulations governing the Disabled Students Support service, approved by the Universidad Rey Juan Carlos Council, in order to guarantee equal opportunities, inclusive treatment, universal accessibility and a greater guarantee of academic success.

For this purpose, this Department will have to issue a curricular adaptation report, therefore students with disabilities or special educational needs must contact the Department to analyse the different alternatives together.

VII.E.-Academic behaviour, academic integrity and honesty

The Universidad Rey Juan Carlos is completely committed to the highest standards of academic integrity and honesty. Therefore, studying at the URJC means you accept and agree to the academic integrity and honesty values described in the University's Code of Ethics. In order to monitor this procedure, the University has Regulations on academic behaviour at the Universidad Rey Juan Carlos and uses different tools (anti-plagiarism, supervision?) which provides a collective assurance that these essential values are completely developed

VII.-Bibliography

Referecence Generic

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Reference literature

IX.-Lecturers/Teachers/Professors	
Lecturer/teacher/professor´s name	ALVARO RODRIGUEZ POBLETE
E-mail address	alvaro.rpoblete@urjc.es
Department/field	Periodismo y Comunicación Corporativa

Category	Profesor/a Asociado/a
Subject Coordinator	Yes
Academic tutorial timetable	Para consultar las tutorias póngase en contacto con el/la profesor/a a través de correo electrónico
Nº of Quinquenios	0
Nº of Sexenio	0
Nº period for technology transfer	0
Stretch Docentia	0