

TEACHING GUIDE COMMUNICATION PLAN

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

ACADEMIC YEAR 2024-25

Date: 03-07-2024



 **Q2803011B UNIVERSIDAD REY JUAN CARLOS**
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I.-Subject Identification	
Type	OBLIGATORIA
Teaching period	3 course, 2Q semester
Nº of credits	6
Language in wich the subject is taught	English

II.-Presentation
<p>Theoretical and practical study of corporate communication planning processes. The subject aims to enhance strategic thinking, and provide students with the skills and knowledge necessary for the professional exercise of communication in companies and institutions.</p> <p>At the end of the subject, students must be able to design, execute and evaluate a communication plan.</p> <p>The proposed approach in the development of the subject is eminently practical, updated and professional.</p>

III.-Competences
<p>Generic competences</p> <p>CG2. Ability to apply knowledge to practice CG3. Ability to analyse, gather and summarise information and data CG5. Development of autonomous learning in the field of study CG6. Planning and organisation skills CG10. Decision-making and problem-solving skills CG12. Development of interpersonal skills CG14. Critical-thinking and self-criticism skills CG16. Leadership, with a conscious and ongoing commitment to respond constructively to challenges, contributing towards their resolution with experience, knowledge and action CG18. Excellent oral and written communications skills for professional practice</p>
<p>Specific competences</p>



- 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
- CE15. Knowledge of online media and use of corporate communication and marketing tools
- CE16. Knowledge and implementation of the processes for identity development and brand image of an institution or entity
- 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
- CE25. Gain the necessary knowledge, abilities and attitudes to design, organise and manage a crisis and apply a specific communication plan accordingly. Learn and acquire the necessary skills to effectively manage risks in organisations
- 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
- CE29. Image management skills. Ability to structure a message according to its support system and the type of media used



IV.-Contents

IV.A.-Syllabus

1. Design of the communication plan in the company and in the institutions:
Presentation (history, mission, vision, values, services.).
External Analysis (analysis of the environment in general, pestel analysis, porter analysis, trends, competition, sector).
Internal Analysis (organizational diagnosis, corporate culture, internal structure, HR factors, communication channels, value chain).
SWOT matrix.
Objectives.
Strategies.
Tactics or actions.
Budget.
Calendar.
Contingency plan and reassessment.
Conclusions.
2. Design of the communication plan for an event and media relations management.
Develop content to be published.
Evaluate communication activities.
3. Communication strategy in the digital environment and social networks.
Digital presence of a brand, company or institutional.
RACE model in the digital field.
Digital marketing strategy

IV.B.-Training activities

Type	Title
Others	Analysis of practical cases
Reading	Articles, reports and research studies.
Practical / resolution of exercises	Will be indicated throughout the development of the agenda.



V.-Student workload		
Lecture classes		30
Practical classes/resolution of exercises, case studies, etc.		28
Practical sessions in technological laboratories, hospitals, etc.		0
Tests		2
Academic tutorials		9
Related activities: conferences, seminars, etc.		9
Preparation of lecture classes		50
Preparation of practices, exercises, cases studies work		40
Test preparation		12
Total student workload		180
VI.-Methodology and academic programme		
Type	Period	Content
Academic Tutorials	Week 13 to Week 14	[AP] Clarification of doubts
Group work	Week 13 to Week 14	[AP] Presentation of final projects.
Master classes	Week 1 to Week 12	[AP] Introductory Masterclasses of content. The Masterclasses will alternate with the Student participation.
Work placements	Week 1 to Week 12	[AP] Carrying out activities about readings and practical classes of theoretical content.
Tests	Week 13 to Week 14	[AP] Written test on the acquired contents.



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 system for degrees within the framework of the EEES is continuous evaluation. In the continuous evaluation system, class attendance is mandatory and its assessment in the continuous evaluation process will be established by the teacher (Minimum class attendance: 80%) without prejudice to the rights and duties of the students included in the Student Statute (RD 1791/2010), in the Statutes of the URJC and in its internal regulations. Students must attend to the following clarifications:

1. SPELLING AND EPRESSION

In all evaluable tests, writing and grammatical correctness will be taken into account. Spelling, accentuation, punctuation or writing errors will penalize the final grade according to the criteria that establish each teacher at the beginning of the course.

2. WORKS

The works must be ORIGINAL and meet the required requirements. Works that DO NOT meet these requirements will not be evaluated.

When external fragments are used, they will be duly cited. It should be properly cited. If in any work it is copied and not cited, then it is plagiarism and it will be penalized NEGATIVELY. Plagiarism is a crime.2.

Weighting for continuous evaluation

Written test (SE1): Represents 50% of the final grade for the course. **Minimum grade:** 5. If the student does not obtain a minimum grade of 5 in this test, evaluation will be considered NOT APPROVED. **IT IS reassessable.** **Period:** Official date of the ordinary call. **Content:** test and short answer.

Final project (SE4): It represents 40% and its exposure 10% of the note (which is equivalent to 50%). **Minimum grade:** 5. If the student does not obtain a minimum grade of 5, the evaluation will be considered NOT APPROVED. **IT IS reassessable.** It is a GROUP WORK that will be specified at the beginning of the course. The teacher will promptly indicate the requirements of the work, the topics, its methodology and its delivery and presentation schedule. **Period:** Week 12. **Content:** development of the project.

Evaluation of written or oral expression (SE5) (Presentation of the Final Project): They represent 10% of the grade. **There is no minimum grade.** The student who DOES NOT PARTICIPATE in its realization, will lose 10% of his grade (**IT IS NOT reassessable**). **Period:** Weeks 13-14. **Content:** presentation of the project.

To pass the subject, the average of the different tests must reach a score of five. Both the written test of concepts and the group work must reach the minimum grade. For the evaluation in an extraordinary period, there will be take into account the requirements referring to SE1 and SE4. In the advanced call, the same evaluation method will be applied as in the extraordinary call.

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: Yes

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

