

# Courses Syllabus

## Specialized course in Business Communication

**Nombre del instructor.**

Jordi Cara Ibar

**Type of Class Arrangement:**

At the time management level, the best option to develop the class would be A or C (preferably A). If there is no availability, the theme and practices could be reduced and option G or E made.

**Course Title:**

Specialized course in Business Communication

**Course language:**

The course can be taught in English and Spanish (preferably Spanish, although there is no problem in doing so in English)

**Course description:**

The objectives of this course is that students acquire a global vision of the strategic management of corporate and institutional communication. In recent years, communication has become a key element in the management of organizations. Currently, the important value of the corporate image and reputation of companies is being demonstrated, all due to factors such as society's more active participation in consumption, homogenization of products / services and / or the need to differentiate, among others. We can say, therefore, that the model of communication prevailing in organizations, especially in companies, has gone from being based on the product or in relations with the media, to consider communication as a strategic tool in management . On the other hand, we find another kind

of communication, the institutional one, which as its own name indicates is that which is implemented in public entities, other institutions and non-profit organizations whose fundamental objective will be to disseminate relevant information that contributes to progress Social. In this type of organization, communication also begins to acquire a strategic function in its management. All this situation highlights the need to train professionals with the ability to articulate a strategic management of communication.

Skills that we will work:

- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Design, plan and carry out communication projects on all kinds of formats
- Develop critical thinking and reasoning and be able to relay them effectively
- Differentiate the disciplines main theories, its fields, conceptual developments, theoretical frameworks and approaches that underpin knowledge of the subject and its different areas and sub-areas, and acquire systematic knowledge of the communication.
- Disseminate the areas knowledge and business.
- Respect the diversity and plurality of ideas, people and situations.
- Use ones imagination with flexibility, originality and ease.
- Work holistically and transversally communication from a strategic perspective
- Empathize with the consumer and their needs

The objectives of the course are:

- Define what is business and institutional communication and what role it plays in organizations.
- Know the communication models of companies and organizations in general.
- Study business and institutional communication from a global and comprehensive approach that allows to understand and apply all the concepts that comprise it.
- The main objective of this subject is to introduce students to a training and qualification process that facilitates their accessto this new professional profile (Dircom or CCO).

Learning Outcomes :

- Analyse information processes, as well as the trends and theories that formalise them in the planning process of press offices and institutional communication.
- Analyse the theories on advertising, public relations and corporate and institutional communication.
- Apply the professional ethics of journalism to strategic communication in the field of press offices and institutional communication.
- Apply the technologies and systems used to process, produce and relay information in the field of strategic communication.
- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Demonstrate knowledge of how public figures communication strategies are conceived and disseminated on the basis of the main current debates.
- Develop critical thinking in business communication.
- Disseminate the areas knowledge and innovations.
- Generate innovative and competitive ideas in research and professional practice.
- Plan and execute journalistic projects in the field of press offices and institutional communication.
- Use ones imagination with flexibility, originality and ease.

The course will be divided into 4 topics:

## 1. INTRODUCTION TO BUSINESS AND INSTITUTIONAL COMMUNICATION

- 1.1. Conceptual approach: company / institution and communication.
- 1.2. Functions and contributions of communication in organizations.
- 1.3. Dialogue with (public) stakeholders.
- 1.4. Communications in terms of audiences: internal communication and external communication.
- 1.5. Basic business communication models

## 2. THE INTANGIBLE VALUES OF THE ORGANISATION

- 2.1. Corporate identity. Approach to the concept of identity. Identity as an instrument of company strategy. The seven vectors of corporate identity.
- 2.2. Corporate culture. Essential components. Dimension and functions of corporate culture. Shared values.
- 2.3. Corporate brand. Brand construction. Branding.
- 2.4. Corporate image. Approach to the concept of image. Global image.
- 2.5. Corporate image as a management tool.
- 2.6. Corporate reputation. Conceptual approach. Differences with the corporate image.
- 2.7. Corporate social responsibility. Conceptual approach

### 3. INTEGRAL MANAGEMENT OF COMMUNICATION

- 3.1. Communication as a strategic management tool.
- 3.2. The location of communication within the company: the Communication Department.
- 3.3. The communicative dimensions of organizations: commercial, corporate and internal. Internal communication.
- 3.4. Communication in crisis situations: types of crisis, phases and management model.
- 3.5. Communication tools: the integral communication plan

### 4. THE ROL OF THE DIRECTOR OF COMMUNICATION

- 4.1. Dircom/CMM: consolidation as a professional profile in the company. The communications manager: responsibilities and functions.
- 4.2. Competences in the day-to-day running of the profession, training and personal conditions.
- 4.3. Communication skills.

### Teaching methods:

Detailed exposition of the theoretical contents of the syllabus, especially of all the concepts that are imparted in this matter. In this way the students will have a theoretical base that will allow them to carry out, a posteriori, the planned learning activities. With regard to the practical sessions, practices based on real business cases will be planned in which the knowledge acquired in the theory will be tested. These real cases (8 cases in total) will be the way to evaluate if the students have acquired the knowledge and are able to put it into practice. The case studies are done in groups and the structure will be as follows:

1. Read and analyze the case.
2. Pool the impressions of the case.
3. Discussion of the case.
4. Search for case resolution.
5. Presentation of the case in public

### Assessment:

The final grade will be obtained from the average of the grade obtained in the 8 case studies. The case studies evaluation system is based on the following percentages:

1. Reasoning (30%).
2. Correct use of the concepts learned in class (30%).
3. Originality and results orientation (20%).
4. Correct presentation of the case resolution (20%).

As it is a continuous evaluation, attendance to the classroom is obligatory and in order to pass the subject it is obligatory to carry out all the fixed tests.

### Bibliography (Recommended readings)

- AA. VV. -varios autores-. (2001) "Dirección de Comunicación Empresarial e Institucional". Gestión 2000 (Barcelona)
- Argenti, Paul (2014) "Comunicación estratégica y su contribución a la reputación". LID Editorial. (Madrid)
- Barrio, E. (2019) Responsabilidad Social Corporativa. De la noción a la gestión. Barcelona: UOC

- Barrio, Estrella, Enrique, Ana M<sup>a</sup>, Benavides, Juan (2017). "The CSR Management process. Case Study". Revista Latina de Comunicación, 72, pages 1063-1084. En: <https://search.proquest.com/docview/1944516381?pq-origsite=gscholar>
- Costa, Joan (2011) "El ADN del Dircom. Origen, necesidad, expansión y futuro de la dirección de comunicación". Editado por CPC (Barcelona)
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- Enrique, Ana, Madroñero, Gabriela, Morales, Francisca, Soler, Pere. (2008) "La planificación de la comunicación empresarial". Servei de Publicacions (Barcelona)
- Enrique, Ana y Morales, Francisca (coord.) (2015) "Somos Estrategas". Gedisa (Barcelona) En: <https://ebookcentral.proquest.com/lib/uab/detail.action?docID=4909194>
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- Mut, Magdalena (2011). "El director de Comunicación del cambio". Revista Internacional de RRPP. Número 2. Vol. 1, páginas 107-118. En: [https://riuma.uma.es/xmlui/bitstream/handle/10630/5030/6\\_mut.pdf?sequence=1](https://riuma.uma.es/xmlui/bitstream/handle/10630/5030/6_mut.pdf?sequence=1)
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