

Course Title (English)	Corporate Communication
Academic Institution	University of Belgrano (UB)
City	Buenos Aires
Country	Argentina
Course Title (Spanish)	Comunicación Corporativa
Course Number	IP_01_F
Sessions (Terms)	Fall Semester
Instructional Language	Spanish
Contact Hours	75
Credits (semester credits)	5
Credits (quarter units)	7.5
Prerequisites	Advanced Spanish I
Track	Immersion Program (Classes with Locals) (UB)

Course Description	The main goal of this course is to offer the students the tools to reflect about the difficulties regarding communication between institutions and the basic techniques one must master as a communications professional. In order to do so, we propose an approach of working in a theoretical frame to gather the specific terminology and knowledge of the most important management tools. The objective being that the students learn to focus comprehensively on the phenomenon of institutional and managerial communication and analyze current cases through the use of technical knowledge.
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Course Objectives	• Aimed to provide the student with instrumental skills for their professional development with the goal of, once concluded the course, achieving: • A bond between the public relations activity and the global strategy of communication of an organization. • An understanding of communication as a complex phenomenon integrated in the global management of the organization. • Developing a critical stance towards the factors that make up the context where corporate communication takes place. • Analysis of the different audience groups with whom a social, political or managerial organization communicates with, also a know-how of the specific communication tools. • An implementation of cultural intervention and identity building
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techniques through the internal communication of an organization.

- Developing external communication techniques to establish or elaborate the bonds with the press.
- A comprehension and management of the technical terminology of this subject.

Course Content

Unit 1: Institutional communication vs. Commercial communication.

- What is Institutional Communication. How it starts. Why a company turns into an institution. The process of integrated communication within organizations. From commercial communication to institutional communication. Different plans and strategies of Institutional Communication. The institutional discourse and the identity of the organization. Public Relations responsible for institutional communication.

Bibliography

- Van Riel, Cees; Comunicación corporativa; (Madrid, Prentice Hall), Introducción.
- Weil, Pascale, La comunicación global, (Barcelona: Paidós, 1992), Parte I, Caps. 1, 2 y 3.

Unit 2: Company audiences and their bonds.

- The concept of an audience and specialized audiences. Categorization of different types of audiences.
- The concept of bonds. Classification. Identification of the audience and respective bonds map. The concept of public opinion. Shaping public opinion.

Bibliography

- Amado Suarez, Adriana y Castro Zuñeda, Carlos, Comunicaciones Públicas, (Buenos Aires, Grupo Editorial Temas, 1999) Págs 32 a 46.
- Grunig, James y Hunt, Todd; Dirección de Relaciones Públicas, (Barcelona, Ediciones Gestión 2000, 2000), Cap. 7 (Págs. 227 a 239).

Unit 3: Internal audience

- Function, objective and principles of management. Management integration. Tools: Billboards, House Organs, e-mail. Electronic publications, Intranet. Communication audit and internal environment:

evaluation. Who's reporting, When is it reported, to Whom, Why and When. Internal communication strategy and planning. Employee institutional actions. Internal communication tools. Employee communication: its strategic value within the organizational management. Resources and techniques for employee and collaborators' communication.

Bibliography

- Amado Suarez, Adriana y Castro Zuñeda, Carlos, Comunicaciones Públicas, (Buenos Aires, Grupo Editorial Temas, 1999) Págs 131 a 163.
- Brandolini, Alejandra, González Frígoli, Martín y Hopkins, Natalia. Comunicación Interna. (Buenos Aires: Dircom Apero, 2008). Capítulos 2 y 5.
- Harrison, Shirley; Relaciones públicas. Una introducción, (Madrid: Thomson Editores Spain Paraninfo S. A., 2002, 2ª Edición), Cap. 7.

Unit 4: The external audiences

- Institutional activities. Public service activities. Press relations tools and actions. The company and the media outlets. General norms of communication. Style of communication. Press relations. Press releases, press kit, press conferences, interviews and advertorials.

Bibliography

- Amado Suarez, Adriana. Prensa y Comunicación, (Buenos Aires, La Crujía, 2009) Capítulos 2 y 3.
- Amado Suarez, Adriana y Castro Zuñeda, Carlos, Comunicaciones Públicas, (Buenos Aires, Grupo Editorial Temas, 1999) Págs 87 a 129 y 177 a 199.
- Harrison, Shirley; Relaciones públicas. Una introducción, (Madrid: Thomson Editores Spain Paraninfo S. A., 2002, 2ª Edición), Cap. 8.
- Wilcox, Dennis y otros, Relaciones Públicas. Estrategias y tácticas, Madrid: Pearson Educación, 2006, 8ª ed., Cap. 14.
- Weil, Pascale, La comunicación global, (Barcelona: Paidós, 1992), Parte I, Cap. 4.

Unit 5: Online Corporate Communication.

- The impact of the new digital media : the use of the Internet in Institutional Communication. The new scenarios of Organizational Communication. Online Institutional Communication. New tools and technologies.

Bibliography

- Alonso, Gonzalo y Arébalos, Alberto; La revolución horizontal. (Buenos Aires: ediciones B. 2009) Capítulo 7.
- Celaya, Javier y Herrera, Pau; Comunicación empresarial 2.0. La función de las nuevas tecnologías sociales en la estrategia de comunicación empresarial (Madrid: Grupo BPMO, 2007).
- Van Perbogh, Ernesto; Odisea 2.0. Las marcas y los medios sociales. (Buenos Aires: La Crujía. 2010) Capítulos 1 y 2.

Methodology:

- The course will be based on the theoretical-practical classes and internships that have a special significance to develop personal and group reflection.
- The students will be asked to previously read the subjects they wish to expand on in class, this way establishing a faculty-student dialogue.
- The teacher will introduce the subjects while guiding the debate. The main goal is that the learning process isn't based on simply passing on information, but creating an opportunity for knowledge production and developing skills.
- Seeking an active and creative learning process which also enriches the faculty, being both parties part of the education process. So, this approach will be tackled by the students incorporating their own initiative, imagination and creativity, aided by an orientation and guiding which will allow a systematization of their work, to acquire certain basic domains regarding:
- Oral techniques: group discussions, panels, brainstorming, role playing, debates, interviewing techniques, lectures, etc.
- Written techniques: introduction to report drafting, press releases, practical work based on visual communication, posters, internal magazines, billboards and how to apply them through real case studies.

Assessment

Evaluation Criteria:

- In the beginning of the course a diagnostic evaluation will take place. To pass the course the requirements for each student are:
- Take the diagnostic evaluation.
- 75% class attendance.
- Pass the midterm (with at least 4 points).

- There will be only one make-up exam.
- To actively participate in class, demonstrating that the recommended bibliography has been read.
- To meet the deadlines and pass all the practical work demanded.
- Pass the final exam.

Course Evaluation:

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| • Class participation: | 20% |
| • Oral Presentations: | 15% |
| • Quizzes (4): | 25 % |
| • Group Presentation: | 20% |
| • Final Exam: | 20% |