

Corporate Communication Strategies

UFV CODE: 1335 **ECTS:** 6.0

TYPE OF COURSE: T, 2C **HOURS:** 60

INTERNATIONAL CODE: MKT1335 **YEAR:** 4

REQUIREMENTS: MKT1370

OBJECTIVES: Understand the importance of corporate communication and its implementation

in the institution's strategic plan as a contribution to its objectives in terms of corporate image, reputation and social responsibility

COURSE DESCRIPTION: Introduction to basic concepts: image, reputation, identity

and personality. Description of the elements of an strategic plan: mission, objectives,

strategies and action plans. Analysis of corporate communication: internal and external,

within the general and the specific strategies of an institution

BIBLIOGRAPHY: VILLAFANE, J.: La gestión profesional de la imagen corporativa.

Pirámide, Madrid 2001

METHODOLOGY: 20% class attendance and participation, 40% multiple choice exam,

40% personal assignment

EVALUATION: Practical and theoretical lectures to guide the students in drafting a corporate

communication plan based on a brief provided by the professor

PROFESSOR: To be appointed **LANGUAGE:** Spanish