

**COURSE NAME: CORPORATE COMMUNICATION STRATEGIES**

**UFV CODE:** 1335 **ECTS:** 6.0

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

**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