

COURSE NAME: CORPORATE COMMUNICATION

UFV CODE: 1180 ECTS: 4.5

TYPE OF COURSE: OP, 1C

INTERNATIONAL CODE: ADP1180 YEAR: 4

REQUIREMENTS: MKT1132

OBJECTIVES: To understand how institutional communication works. To learn how a

corporate communication desk works

COURSE DESCRIPTION: Corporate communications and news-making.

Structure and

functions of an institutional communications desk. Corporate communications campaigns:

examples

BIBLIOGRAPHY: It will be provided at the beginning of the course

METHODOLOGY: Lectures with practice classes

EVALUATION: Class attendance and participation, research assignment and final exam

PROFESSOR: Félix Tijero Blanco **LANGUAGE:** Spanish