

**COURSE NAME: CORPORATE AND INSTITUTIONAL COMMUNICATION**

**UFV CODE:** 1172 **ECTS:** 4.5

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

**INTERNATIONAL CODE:** MKT1172 **YEAR:** 3

**REQUIREMENTS:**MKT1132

**OBJECTIVES:** To provide the students with the basic skills to be able to manage the

internal and external communication of a company or institution

**COURSE DESCRIPTION:** History of communications in organizations. The Director of

Communications. Internal and external communication in institutions and companies.

**BIBLIOGRAPHY:** MARTIN MARTÍN, F.: Comunicación Empresarial e Institucional.

Universitas, Madrid 2000. CERVERA FANTONI, A.L.: Comunicación Total. ESIC,

Madrid 2004

**METHODOLOGY:** Lectures and practical classes with communications problem-solving

and drafting of programs

**EVALUATION:** Theory exam and evaluation of assignments

**PROFESSOR:** Carmen Thous Tuset **LANGUAGE:** Spanish