

COURSE NAME: INTERNAL COMMUNICATION

UFV CODE: 1376 **ECTS:** 4.5

TYPE OF COURSE: OP, 1C

INTERNATIONAL CODE: HUM1376 **YEAR:** 5

REQUIREMENTS:

OBJECTIVES: To understand and evaluate the most common methods of internal communication

in organizations, their potential and use. Alternatives and new uses or practices

COURSE DESCRIPTION: Acquisition of theoretical knowledge by analyzing real or fictitious pieces of internal communication in firms and organizations. Analysis of common methods and recent new practices. Analysis of objectives and suitability of general strategies of corporate communication

BIBLIOGRAPHY: WILCOX, D. y otros autores: Relaciones Públicas. Estrategias y Prácticas. 6ª Edición. Pearson, Madrid

METHODOLOGY: Case study analysis of firms from different sectors, in different business cycles, of different sizes, business culture and objectives so that students can adapt and become accustomed to specific objectives of each organization

EVALUATION: Individual work on a plan of internal communication for a firm

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