

**COURSE DATA****DATA SUBJECT**

Code: 36546
Name: Corporate communication
Cycle: Undergraduate Studies
ECTS Credits: 6
Academic year: 2026-27

STUDY (S)

| Degree | Center | Acad. year | Period |
|--|---|------------|----------------|
| 1333 - Degree in Audiovisual Communication | Facultat de Filologia, Traducció i Comunicació | 4 | Second quarter |

SUBJECT-MATTER

| Degree | Subject-matter | Character |
|--|---|------------|
| 1333 - Degree in Audiovisual Communication | Comunicación publicitaria y corporativa | COMPULSORY |

COORDINATION

GALAN CUBILLO ESTEBAN

SUMMARY

Corporate Communication is a compulsory course of the Degree in Audiovisual Communication that is part of the subject Corporate and Advertising Communication.

This course brings together studies and knowledge related to communication within companies and organizations. In this sense, it offers a broad yet detailed approach to the phenomenon of communication within complex and structured groups, covering its various forms and manifestations. Several areas of communication studies are involved, such as public relations, corporate communication, institutional communication, advertising, marketing, and protocol studies. The course aims to review the key aspects of these fields of knowledge, so that students gain a comprehensive overview of this communication specialty, which cuts across all business and organizational activities. Furthermore, in recent times, phenomena related to online reputation management and its deep connections with digital communication have gained particular relevance.

PREVIOUS KNOWLEDGE**RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE**



There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

No other types of requirements are considered.

COMPETENCES / LEARNING OUTCOMES

1333 - Degree in Audiovisual Communication

In terms of creativity, students must be able to take expressive and thematic risks within the framework of availability and in terms of audiovisual communication. They must be able to apply personal solutions and points of view in the development of projects.

Students must be able to apply production techniques and processes to the organisation of cultural events by planning the human and technical resources needed and adjusting to an existing budget.

Students must be able to apply the principles and functions of visual identity to the creation of a manual of norms for the visual corporate identity of a given company.

Students must be able to work well in a team, able to assume both subordinate roles and, where appropriate, the role of coordinator or director. They must be able to put into practice all the skills that they have acquired. They must know how to value their own proposals, but also to adapt to the demands of a group or a business.

Students should be able to express themselves fluently and effectively in their own languages, as well as in a third language (preferably English), taking advantage of the linguistic and literary resources that are most appropriate for the different forms of media.

Students should be able to obtain and select relevant information and sources in order to solve problems and elaborate on strategies.

Students should be able to work as a team, communicate their own ideas and integrate themselves into group projects aimed at achieving results.

Students should have initiative, creativity, credibility, honesty, leadership spirit and responsibility, both personally and professionally.

Students should show solidarity with people across the planet, as well as knowledge of the main cultural currents in relation to individual and collective values and respect for human life.

DESCRIPTION OF CONTENTS



Topic 1. Introduction to Corporate Communication

Analysis of the concept and evolution of corporate communication, addressing its historical and current context, as well as the different areas of action and functions it performs within organizations.

- 1.1. Concept of corporate communication.
- 1.2. Historical evolution and current context.
- 1.3. Areas and functions of communication in organizations.

Topic 2. Organizational and Institutional Communication

Study of the conceptual and operational differences between corporate, institutional, and organizational communication. Relationship and convergence with marketing and advertising. Characterization of internal and external communication in different types of organizations.

- 2.1. Differences between corporate, institutional, and organizational communication.
- 2.2. Relationship with marketing and advertising.
- 2.3. Internal and external communication in organizations.

Topic 3. Public Relations and Protocol

Exploration of the principles, functions, and strategies of public relations in the corporate context. Event organization, protocol management, and its impact on institutional image.

- 3.1. Principles and functions of public relations.
- 3.2. Public relations strategies applied to companies.
- 3.3. Protocol and organization of corporate events.

Topic 4. Corporate Identity and Image

In-depth study of the concept of corporate visual identity and the basic principles of identity design. Development and elaboration of visual identity manuals for companies and organizations.



- 4.1. Concept of corporate visual identity.
- 4.2. Basic principles of identity design.
- 4.3. Development of corporate visual identity manuals.

Topic 5. Corporate Reputation and Digital Communication

Definition and analysis of corporate reputation as a strategic value. Reputation management strategies both online and offline. Digital communication techniques and crisis communication management aimed at preserving organizational image.

- 5.1. Concept of corporate reputation.
- 5.2. Online and offline reputation management
- 5.3. Communication strategies in digital environments.
- 5.4. Crisis communication and image management.

Topic 6. Trends and New Perspectives in Corporate Communication

Examination of the latest trends in corporate communication: new formats, channels, and techniques such as storytelling and branded content. Audiovisual communication for companies, corporate social responsibility, sustainability, and impact measurement methodologies and results in organizational communication.

- 6.1. New formats and channels of corporate communication.
- 6.2. Storytelling, branded content, and audiovisual content for companies.
- 6.3. Corporate social responsibility and sustainability in communication.
- 6.4. Measurement of results and impact in organizational communication.

Learning outcomes

These contents will be reflected in the following learning outcomes



- Organize cultural events.
- Plan human and technical resources for cultural events.
- Create corporate visual identity manuals.
- Manage principles and functions of visual identity.
- Work in a team.
- Coordinate work teams.
- Highlight and promote own proposals.

WORKLOAD

PRESENCIAL ACTIVITIES

| Activity | Hours |
|-----------------------------|--------------|
| Theory | 30,00 |
| Computer classroom practice | 30,00 |
| Total hours | 60,00 |

NON PRESENCIAL ACTIVITIES

| Activity | Hours |
|---------------------------------------|--------------|
| Attendance at other activities | 0,00 |
| Individual or group project | 40,00 |
| Independent study and work | 30,00 |
| Preparation of lessons | 10,00 |
| Preparation for assessment activities | 10,00 |
| Resolution of case studies | 0,00 |
| Total hours | 90,00 |

TEACHING METHODOLOGY

Face-to-face activities

The classroom-based teaching will follow the following methodologies:

- **Lectures:** Oral presentation by the teaching staff of the fundamental theoretical contents of the subject, supported by audiovisual materials and didactic resources. Methodological clarifications necessary for the development of activities will also be included.
- **Problem-solving sessions (theoretical-practical problems):** Practical application of theoretical contents through exercises, analysis of real or hypothetical situations, and resolution of cases related to corporate communication.
- **Case study and analysis:** Detailed analysis of real examples and case studies linked to organizations and companies, so that students can contextualize and apply the concepts learned.
- **In-class presentations and group work:** Oral presentation by students of projects and group work, aimed at developing communication and teamwork skills.
- **Debates and seminars:** Guided discussion dynamics on key issues of corporate communication.



The seminars may include participation from guest professionals from the sector.

Non face-to-face activities

Students will carry out the following non face-to-face activities:

- **Self-study and autonomous work:** Students must dedicate time outside the classroom to individual study of theoretical content, consultation of recommended bibliography, and preparation of both theoretical and practical activities.
- **Preparation of individual or group projects:** Development of projects, exercises, or research work linked to the subject contents, either individually or collaboratively. Includes the preparation of presentations, reports, and strategic communication planning documents.
- **Preparation of classes and evaluation activities:** Students will prepare practical sessions and oral presentations, as well as evaluation tests, in accordance with the guidelines and schedule established in the subject.

Sustainable Development Goals

This subject specifically addresses the following Sustainable Development Goals (SDGs):

- **SDG 4. Quality Education:** Target 7, ensuring that students acquire the necessary theoretical and practical knowledge to promote sustainable development, human rights, gender equality, the promotion of a culture of peace and non-violence, global citizenship, and the appreciation of cultural diversity and the contribution of culture to sustainable development.
- **SDG 5. Gender Equality:** Target 1, ending all forms of discrimination against all women and girls everywhere.

EVALUATION

The general grading system will follow the University of Valencia's Regulations for the Evaluation and Grading of Undergraduate and Master's Degrees, approved by the Governing Council on May 30, 2017 (ACGUV 108/2017).

Assessment in the first call

Assessment in the first call will be as follows:

- **Final exam (60%):** A written test that will cover both theoretical and practical content of the subject. This will assess the student's mastery of key concepts, analytical skills, and ability to apply knowledge. This component is recoverable in the second call.
- **Development and presentation of assignments (30%):** Completion and oral presentation of



individual or group projects related to the course content. Assessment will include the quality of the written work, the presentation, and the oral defense. This component is recoverable in the second call.

- **Active participation and continuous monitoring (10%):** Assessment of the student's level of engagement, ongoing participation in class, task follow-up, and the quality of contributions to learning activities. This component is not recoverable in the second call.

Second exam session evaluation

The assessment in the second examination period will maintain, if applicable, the grades obtained in the blocks passed in the first examination period. The evaluation of the blocks failed or not presented will be carried out in the following way:

- **Final exam (60%):** Students who have not passed the exam in the first session may complete an individual theoretical-practical assignment as a substitute. This assignment will cover both theoretical and practical content from the course. The instructor may require an oral defense of the assignment in person if deemed necessary. A minimum grade of 5 out of 10 will be required.
- **Preparation and presentation of assignments (30%):** If this component was not passed or submitted in the first session, it may be recovered independently in the second session and will not be included in the assignment that replaces the final exam.
- **Active participation and engagement (10%):** Non-recoverable. The grade obtained in the first session will remain.

Remarks

- Correct spelling and grammar will be required in the exam and in all other written assessments, exercises, or assignments. Each spelling or grammatical error will result in a grade reduction, which could lead to failing the course.
- If plagiarism is detected in any assessment activity, it may be graded with a numerical score of zero, regardless of any disciplinary action that may be initiated, and any applicable sanctions under current legislation.
- Intellectual honesty is essential in academic communities and for the fair evaluation of student work. All submitted assignments must be the student's own original work. Assignments involving fraudulent collaboration or the use of artificial intelligence tools (such as ChatGPT or others) will not be accepted unless their use is explicitly authorized by the course instructor as part of the subject's learning activities.

REFERENCES

Basic references



- Romero Rodríguez, Luis M. (2020). *Manual de Gestión de la Comunicación Corporativa*. Tecnos.

Additional references

- Capriotti, Paul (2009). *Branding Corporativo*. Ariel.
- Costa, Joan (2004). *La imagen de empresa: Estrategia para una comunicación integrada*. Paidós.
- Villafañe, Justo (2004). *La gestión profesional de la imagen corporativa*. Pirámide.
- Grunig, James E., & Hunt, Todd (1984). *Managing Public Relations*. Holt, Rinehart and Winston.