

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

**Code:** 36633  
**Name:** Press office and corporate communication  
**Cycle:** Undergraduate Studies  
**ECTS Credits:** 4.5  
**Academic year:** 2025-26

**STUDY (S)**

Degree	Center	Acad. year	Period
1334 - Degree in Journalism	Facultat de Filologia, Traducció i Comunicació	3	Second quarter

**SUBJECT-MATTER**

Degree	Subject-matter	Character
1334 - Degree in Journalism	Organización y producción informativas	COMPULSORY

**COORDINATION**

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**SUMMARY**

The compulsory course "Press Offices and Corporate Communication" is part of the mandatory subjects module, within the Information Organization and Production block. Its objective is for students to master, from the perspective of communication within organizations, the following aspects:

1. The general and specific framework of communication fields within organizations, the work of communication departments and their communication policies, as well as the professional practice, both tactical and strategic, of the communication director. This includes internal and external communication, with a special emphasis on the relationship with the media.
2. Communication departments and their communication policies.
3. From press officer to DIRCOM: profiles and roles.
4. Internal and external corporate communication.
5. Communication tools and vectors: protocol, marketing, advertising, and public relations.
6. Planning and preparation: the communication plan.



The course is linked to SDG 4 (Quality Education) by promoting critical skills for professional communication (strategy, media relations, crisis planning, etc.), developing key competencies in institutional and corporate communication; and to SDG 8 (Decent Work and Economic Growth) by addressing professional profiles, planning skills, and communication tools, connecting it with the promotion of qualified employment, innovation in communication, and professional development in cultural and business sectors.

## PREVIOUS KNOWLEDGE

## RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

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

## OTHER REQUIREMENTS

Recommendations:

- Correct use of the language, both written and oral.
- Capacity for critical analysis, reflection and negotiation.

## COMPETENCES / LEARNING OUTCOMES

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Students must be able to conceive, plan and execute informative and creative projects in different environments (mass media, digital environments, communication offices, etc.).

Students must be able to use the communicative and informative technologies and techniques in different medias and combined/interactive systems (multimedia).

Students should be able to adapt to technological and socio-occupational changes.

Students should be able to experiment and innovate through the understanding and use of the applied methods and technologies.

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 the capacity and creativity necessary to take expressive and thematic risks within the scope and timeframes of communicative production, applying well-founded solutions and perspectives to the development of projects.



## DESCRIPTION OF CONTENTS

### 1. Key concepts of corporate communication

1. Everything communicates
2. Corporate Communication and Journalism
3. Variations of Corporate Communication
4. Concepts related to Corporate Communication
5. Corporate Identity
6. Corporate image
7. The brand
8. Reputation and CSR
9. Audiences and Corporate Communication
10. Bibliography

### 2. From the press office to the communications department

1. From the press office to the communications office.
2. What is a Communications Office?
3. Cabinets and the media
4. Typology of communication offices
5. Organizational chart and members of the cabinet
6. The Director of Communication (Dircom)
7. Functions of the cabinet
8. External communication and the role of social networks.
9. Agencies and external consultations
10. Challenges for agencies
11. Bibliography

### 3. Communication and journalism, the dissolution of boundaries

1. Principles of communication
2. Type of communicative interaction
3. Persuasion
4. Factors in communicative effectiveness:
  - a. Strategy
  - b. Empathy and credibility
  - c. Context
  - d. Message qualities
5. Verbal communication
6. Non-verbal communication
7. Reception

### 4. Internal and external communication



1. What is CC
2. Characteristics of CC
3. CC, a necessity for any organization
4. CC or organizational
5. CC and PR
6. CC areas
7. Internal communication
8. Bibliography

**5. Internal and external communication**

1. What is a Communication Plan?
2. Phase 1: Research
3. Phase 2: Drafting
4. Phase 3: Action
5. Phase 4: Evaluation
6. Bibliography

**Learning results:**

- Associate the role of public institutions and the various stakeholders involved in the cultural industry sector.
- Construct, organize, analyze, and process institutional (public or private) or corporate information and communication with the aim of being disseminated, delivered, or handled for private or collective use through various media and platforms, or in the creation of productions of any kind.
- Formulate well-reasoned ideas based on the principles of rhetoric and the contributions of new argumentation theories, as well as communication techniques applied to institutional or corporate persuasion.
- Adapt, plan, and execute informational or communicative projects, particularly within the institutional or corporate sphere.

**WORKLOAD**

**PRESENCIAL ACTIVITIES**

Activity	Hours
Theory	45,00
<b>Total hours</b>	<b>45,00</b>

**NON PRESENCIAL ACTIVITIES**

Activity	Hours
Attendance at other activities	0,00



Individual or group project	15,00
Independent study and work	30,00
Preparation of lessons	10,00
Preparation for assessment activities	6,00
Resolution of case studies	6,50
<b>Total hours</b>	<b>67,50</b>

## TEACHING METHODOLOGY

- Complementary topics and materials in the virtual classroom available to students.
- Theoretical and practical classes.
- Seminars with the presence of renowned professionals.

## EVALUATION

### First call

The final grade for this course will be based on the following evaluated parts:

- Completion of an exam covering theoretical and practical class material on the specified day (50%). The format will include multiple-choice questions and short-answer questions based on the topics presented and discussed in class.
- Final group project of a Communication Plan (30%).
- Individual evaluation of active participation and student assignments (20%).

For all evaluation components to be averaged, the student must achieve a minimum of 5 out of 10 points on the exam and surpass 50% of the grade for the Communication Plan project.

If the student has not participated in the continuous assessment in this first session, the final grade for this course will be based on the following parts:

- Completion of an exam covering theoretical class material on the specified day (60%).
- Individual argumentative essay in an innovative format (narrative-web, podcast, audiovisual) on corporate communication and current challenges in this field of journalism based on a topic agreed upon with the professor (40%).

For both evaluation components to be averaged, the student must achieve a minimum of 5 out of 10 points in both the exam and the essay.

### Second call

The final grade for this course will be based on the following evaluated parts:



- Completion of an exam covering theoretical class material on the specified day (60%).
- Practical grades may be retained for this second session (40%), but under no circumstances for enrollments in subsequent academic years.
- Individual argumentative essay in an innovative format (narrative-web, podcast, audiovisual) on corporate communication and current challenges in this field of journalism based on a topic agreed upon with the professor (40%).

For all evaluation components to be averaged, the student must achieve a minimum of 5 out of 10 points on the exam and surpass 50% of the grade for the practical work.

**Attention:**

Intellectual honesty is vital in academic communities and for the fair evaluation of student work. All assignments submitted in this course must be original. Works that involve fraudulent collaboration or composition with the help of artificial intelligence (ChatGPT or others) will not be accepted, unless it forms part of the course content and is authorised by the teaching staff.

If plagiarism is detected in a student's evaluation work, it may be graded with a numeric score of zero and result in the suspension of the exam session, regardless of any disciplinary procedure that may be initiated and, if applicable, the appropriate sanction according to current legislation.

Serious offenses, such as copying or facilitating the copying of work among students; irregularly accessing or pre-emptively obtaining the content of a test or exam; facilitating or attempting to appropriate, alter, or subsequently destroy the content or results of an evaluable activity; and impersonation during exams will be considered grave and may result in the immediate suspension of the exam session. When these serious offenses are detected, the instructor must report it to the degree coordination.

The general grading system will follow the regulations of the University of Valencia approved by the Governing Council on May 30, 2017. ACGUV 108/2017.

## REFERENCES

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