

**COURSE DATA****DATA SUBJECT****Code:** 43008**Name:** Corporate communication**Cycle:** Master's Degree**ECTS Credits:** 5**Academic year:** 2025-26**STUDY (S)**

Degree	Center	Acad. year	Period
2136 - Master's Degree in Ethics and Democracy	Facultat de Filosofia i Ciències de l'Educació	1	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2136 - Master's Degree in Ethics and Democracy	Business ethics	ELECTIVES

COORDINATION

DOMINGO MORATALLA AGUSTIN

SUMMARY

Deepening the knowledge of the actions of public communication through specialized case Elestudio. objectives

- 1) Know and identify public and application environments communication address.
- 2) Consider an example of application of communication plans and brand building.
- 3) Analyze situations of crisis communication, leadership communication and institutional derelaciones communication and event organization.
- 4) Train for designing communication strategies with / for internal audiences (employees, suppliers, etc..).
- 5) Training for the detection and resolution of crisis communication, leadership Communicationfrom, institutional relations and event management.

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

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

OTHER REQUIREMENTS



COMPETENCES / LEARNING OUTCOMES

2136 - Master's Degree in Ethics and Democracy

Capacidad para el análisis de casos prácticos, mediante la resolución de casos, problemas o situaciones a través de los contenidos aprendidos en la teoría, con una especial incidencia en las organizaciones sanitarias.

Capacidad para reconocer y saber utilizar los instrumentos de comunicación necesarios para una gestión ética de las organizaciones y para proponer acciones comunicativas en el caso de la responsabilidad social corporativa (RSC): códigos éticos, auditorías éticas y comités de ética, aplicando especialmente la metodología de los stakeholders para la elaboración de Informes de RSC.

Conocer el estatuto, tareas y metodología de las éticas aplicadas, en especial, las distintas temáticas y metodologías de la ética empresarial y económica, entre las que se encuentran: ética del desarrollo humano, ética económica, ética de las profesiones y de las instituciones, la responsabilidad social de la empresa y de las organizaciones.

Conocer y aplicar los derechos fundamentales y de igualdad de oportunidades entre hombres y mujeres, los principios de igualdad de oportunidades y accesibilidad universal de las personas con discapacidad y los valores propios de una cultura de la paz y de valores democráticos.

Conocer y saber utilizar los modelos de racionalidad práctica y la argumentación moral y política.

Participar en debates y discusiones, dirigirlos y ser capaces de resumirlos y extraer de ellos las conclusiones más relevantes.

Proyectar sobre problemas concretos sus conocimientos y saber resumir y extraer los argumentos y las conclusiones más relevantes para su resolución.

Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.

Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with the application of their knowledge and judgments.

Students should communicate conclusions and underlying knowledge clearly and unambiguously to both specialized and non-specialized audiences.

Students should demonstrate self-directed learning skills for continued academic growth.

Students should possess and understand foundational knowledge that enables original thinking and research in the field.

DESCRIPTION OF CONTENTS



1. Corporate reputation and the latest trends in corporate communication management
2. The crisis communication
3. Events such as corporate communication tool
4. The management of corporate social responsibility
5. The management of community relations
6. La gestió de les relacions informatives
7. Corporate culture and change management

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Tutorials	3,40
Theory	43,40
Seminar	3,40
Total hours	50,20

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	5,00
Individual or group project	15,00
Independent study and work	40,00
Preparation of lessons	0,00



Preparation for assessment activities	0,00
Resolution of case studies	15,00
Total hours	75,00

TEACHING METHODOLOGY

The teaching-learning methodology usual seminar will be to work, so it is essential to have a prior and autonomous by students and discussion and participation in the seminar sessions that are mandatory. Moreover, shall be reported for conferences and seminars and other activities in which students can participate, thereby obtaining credits the program.

EVALUATION

Assessment is continuous, flexible, and personalized, with each student establishing a personalized work plan based on their field of expertise, their expressed research interests, and their professional concerns. The most common assessment criteria are based on three areas:

- Attendance and meaningful participation in classes and seminars (20%);
- Critical analysis and clarity of presentations (30%);
- Presentation of final projects for the respective subjects, following international scientific criteria (50%).

Fraudulent conduct in assessment tests and plagiarism in assessment work will be considered in accordance with the UV Assessment and Grading Regulations (ACGUV 108/2017) and the Protocol for Action against Fraudulent Practices (ACGUV 123/2020).

The use of technologies (including AI) to create assessment materials without prior and express authorization from the teaching staff will prevent them from being considered as self-authored and will be treated according to current regulations and the UV Code of

Coexistence and Good Practices (ACGUV 300/2023, DOGV, no.9747/18.12.2023).

REFERENCES

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