

Organizational Communication

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Course description

The aim of the course is to deepen in all those aspects related to the corporate culture and the cultural identity of companies and institutions. Throughout the different sessions, the subject will work on aspects related to the identity and the corporate reputation. The necessary competences of a company before determining a communication strategy will also be analyzed. The course also aims to provide the students with basic concepts about ethics, social responsibility and sustainability in the context of organizational communication and thus to understand the overall scope of what a communications plan should bare in mind about the brand's equity and value proposition. The course will practically also give sense of how to write and receive briefings and what are key factors to be considered in pitching for a communications program or project.

ECTS Credits

4 ECTS Credits

Specific competences

Although no specific competences are required, it is to be noted that having pre-studies in PR, Communications, Marketing and/or Advertising or Journalism is desirable and appropriate for this course. Also Economics, Sociology, Politics and Computer Science backgrounds can benefit from the course's content.

In all, understanding the basics of a Public Relations Corporate Service and Plan is highly recommended to better follow course's empirical and theoretical approaches.

In this sense, the specific competences which aims to achieve this course are:

- Identify the fundamental and differential components of the communication industries from an evolutive perspective.

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- Recognize the nature and the the management of the modern corporation and its impact on the economy and the society.
- Develop strategic plans for internal and external communication.

Learning outcomes

- Recognize, understand and apply communication research theories and methods.
- Recognize the nature and the the management of the modern corporation and its impact on the economy and the society.
- Contextualize PR challenges within today's organizations and companies
- Gain overall comprehension of client briefings and demands
- Acknowledge main pitching prep guidelines and tasks
- Analyze empirical cases and comprehend main conceptual challenges when pitching for a PR service contract
- Understand PR client needs in today's global societies.
- Present and defend projects using criteria which allows the evaluation of processes or products

Content

1/ Corporate culture and cultural brand identity.

1.1/Brand equity principles: brand identity and corporate reputation.

1.2/Strategy and competencies

1.3/ Ethics, social responsibility and sustainability in the context of organizational communication

2/The organizational diagram of full length communications

2.1/

Brand focus

The concept of Brand Equity today

Integrated Brand Communications (Dircoms, PRs, PAs and Advertisers)

The 'new' comms demand

2.2/

Team management

Teams career programs

Team motivation & team building

Overall Comms professionals expectations vs realities

The 3 Balls Concept (@BF4Edelman)

2.3/

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Comms services general presentations and credentials
 Agency departments. PR and Ad company structures
 Agency new business development
 Case study presentations for external and internal use

3/ Understanding companies

3.1/

Full length client reputation-scope consciousness
 Client needs: The difference between what's asked for and what's actually needed
 Efficient Management
 Making the right profit for your company/agency and for your team
 Desired Client Portfolio perspective

3.2/

Corporate briefings
 MK briefings
 Public contests
 Awards entries

4/The Pitching response approach

4.1/

Full length client reputation-scope consciousness
 Client needs: The difference between what's asked for and what's actually needed
 Efficient Management and Desired Client Portfolio perspective
 Making the right profit for your company/agency and team

4.2/

Insights researching and experts
 Internal Team-work and organization when preparing the proposal
 Brainstormings, networks and materials prep work
 The process along briefing and debriefing
 Qs you want to ask
 As you need to have
 Check-point terms before presenting

5/

The transversality and versatility of comms professionals today
 Key skills and assets
 Future professional field opportunities

Method of presentation

Class lecturing and discussion seminars. At least 5 seminar classes.
 Case studies review.

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Course interactive portal with information and referential articles and links to class lecturers and seminars material.

Course assessment

Individual exercise: Debrief presentation

The exercise should include the following aspects:

- Analysis of the client's situation
- Questions to client
- Main goals check-point
- Timing expected
- Task list before the pitch
- Summary and observations

The debrief course final exercise is individual and will be explained in detail during the course. Students will gain comprehension on the expected outcome of the exercise through class lecturers and seminars.

The debrief final exercise is mandatory to the courses' student account and will be assessed as follows:

- 1: Overall comprehension of the exercise content (40%)
- 2: Assertiveness and strategic approach of sections (20%)
- 3: Delivery quality and materials development (20%)

The debrief exercise total grade will correspond to 80% of the final course grade. Attendance and class participation will account for the remaining 20% of the final grade.

Course schedule:

Mondays. January 7 to March 11, 2019. 9.30 am to 12.30 pm.

Required reading

During the course, the professor will deliver unbranded real agency-client briefings, debriefings and other materials for compulsory review before and during seminar sessions.

Recommended reading

Edwards, Lee (editor) (2011). *Public relations, society & culture. Theoretical and Empirical Explorations*.

Heath, R. L., Totth E. I, Waymer D. (2009). *Rhetorical and critical approaches to public realtions II*. NY: Routledge.

HOFSTEDE, G., HOFSTEDE, G. J., & MINKOV, M. (2010). *Cultures and organizations: Software of the mind: Intercultural cooperation and its importance for survival* (3rd. ed.). New York: McGraw-Hill.

KAPFERER, JN. (2008) *The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term*. Kogan Page. (4th edition)

KELLNER, D. (1998) *Zygmunt Bauman's postmodern turn. Theory, Culture and Society*,15(1).

LANE KELLER, Kevin. (2012) *Strategic Brand Management: Building, Measuring and Managing Brand Equity* (4th edition).

WHEELEN, Thomas L. & others. (2014). *Strategic Management and Business Policy: Globalization, Innovation and Sustainability* (14th edition).