

Course Unit	Companies and Communication	Field of study	Journalism and Reporting
Bachelor in	Communication and Journalism	School	School of Public Management, Communication and Tourism
Academic Year	2023/2024	Year of study	2
Type	Semestral	Semester	2
Workload (hours)	162	Contact hours	T - 60 TP - 60 PL - TC - S - E - OT - O -
		Level	1-2
		ECTS credits	6.0
		Code	9662-657-2203-00-23

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Ana Patricia Fidalgo Posse

#### Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Recognize the complexity of human reality in corporate communication;
2. To be able to characterize and relate the components and factors of corporate communication processes, enabling them to interpret specific situations and propose solutions.
3. To know how to diagnose the relevance and impact of communication in specific business contexts;
4. To be able to define objectives for communication in a business context;
5. Understanding the contribution of corporate communication to the success of businesses.

#### Prerequisites

Before the course unit the learner is expected to be able to:  
Not applicable

#### Course contents

Communication and Companies; Identity, Image, and Reputation; Management of Corporate Communication; Corporate Communication Strategies; Business Protocol

#### Course contents (extended version)

1. Communication and Companies
  - Communication as a management strategy
  - Communication and corporate culture
  - The centrality of the human factor
  - Motivations and the motivational cycle
  - Communication styles
  - Company stakeholders
2. Identity, Image and Reputation:
  - Company identity (vision, mission, values)
  - Company image
  - Image and communication policies
  - Organizational reputation
3. Management of Corporate Communication:
  - Definition of Corporate Communication
  - Communication Plan (stages)
  - Crisis Communication (typologies, stages, management)
  - Communication auditing
4. Strategies of Corporate Communication:
  - From internal and external communication to integrated communication
  - Needs, typologies and information circulation
  - Communication strategies and actions
  - Production of corporate content
  - Sponsorship, patronage and social responsibility
  - Spokesperson and their communicative effectiveness
5. Business protocol
  - Protocol, ceremonial and etiquette
  - Presidency and precedence in corporate events
  - Seating at head tables and audiences
  - Protocol rules in meetings, speeches and meals
  - Protocol rules applied to oral and written communication
  - Courtesy and relationship

#### Recommended reading

1. Gonçalves, G., Oliveira, E., & Padamo, C. (2015). *Relações Públicas e Comunicação Organizacional - Desafios da Globalização*, Escolar Editora. ISBN: 9789725924679
2. Mocho, A. (2021). *Crise nas Empresas – Comunicação com os Media*, Bnomics. ISBN: 9789897131745
3. Rego, A. (2007). *Comunicação Pessoal e Organizacional - Teoria e Prática*, Edições Sílabo. ISBN: 9789895612352
4. Ramos, F. (2007). *Estratégias e Protocolo para a Comunicação Corporativa*. Media XXI – Formalpress. ISBN: 9789899519190
5. Casanova, S., & Torres, H. (2015). *Protocolo Empresarial*. Lidel – Edições Técnicas. ISBN: 9789727579129

#### Teaching and learning methods

Expository method - oral and audiovisual transmission of theoretical knowledge in the classroom.

Interrogative method - discussion around program content, case studies and debate on current topics.

Active method - solving exercises, viewing audiovisual content, interaction with professionals and possible field trips, simulation of professional routines and bibliographic research.

**Assessment methods**

1. Ongoing evaluation - (Regular, Student Worker) (Final)
  - Portfolio - 30% (Class participation, exercises, interest, punctuality, interpersonal relationships)
  - Projects - 40% (Development and presentation of the Corporate Communication Plan (minimum grade 7).)
  - Final Written Exam - 30%
2. Final evaluation - (Regular, Student Worker) (Supplementary, Special)
  - Final Written Exam - 60%
  - Practical Work - 40% (Development of the Corporate Communication Plan)
3. Evaluation for Students in Mobility - (Regular) (Final)
  - Final Written Exam - 100%

**Language of instruction**

1. Portuguese
2. Portuguese, with additional English support for foreign students.

**Electronic validation**

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17-03-2024	18-03-2024	10-04-2024	16-04-2024