

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	2021/2022	Year of study	2	Level	1-2
Type	Semestral	Semester	2	ECTS credits	6.0
			Code	9662-657-2203-00-21	
Workload (hours)	162	Contact hours	T -	TP 60	PL -
			TC -	S -	E -
			OT -	O -	

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) Sara Alexandra Lopes Morgado Carvalho

Learning outcomes and competences

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

1. Understand the complexity of the people issues with companies;
2. Know how to portray the components of the communication process while analyzing and proposing solutions to real situations and problems
3. Know how to analyze the impact of communication in company's contexts.
4. Know how to define the objectives of an intended communication.
5. Understand the contribution of communication to the success of companies.

Prerequisites

Not applicable

Course contents

A perspective of the companies; Company's communication; Analysis and solutions to various situations and problems.

Course contents (extended version)

1. A perspective of the companies
 - The relevance of the human factor. Individual and group motivations.
 - The identity of the company. Vision, mission, values.
 - Alignment, involvement and commitment.
 - Change.
2. Central issues in company's communication
 - The importance of internal communication in the life of the company
 - Management of company communication.
 - Information needs, typologies and flow.
 - Communication competences.
3. Analysis and solutions to various situations and problems.
 - Case studies

Recommended reading

1. Almeida, V. (2003). A comunicação interna na empresa. Áreas Editora.
2. Brito, C. & Lencastre, P. (2014). Novos Horizontes do Marketing. Lisboa: Publicações Dom Quixote
3. Guffey, M. & Loewy, D. (2014). Business Communication: Process & Product, South-Western Publishing Co.
4. Hargie, O. & Tourish, D. (eds.) (2009). Auditing organizational communication – a handbook of research, theory and practice. 2a edição, Routledge.

Teaching and learning methods

Each class will have theoretical and practical components. The methodologies will focus on active methods, using discovery methods, presentation of issues, debate, autonomous work, mixed expository methods and case studies, among others.

Assessment methods

1. Continuous Evaluation - (Regular, Student Worker) (Final)
 - Practical Work - 100%
2. Final Exam Assessment - (Regular, Student Worker) (Final, Supplementary, Special)
 - Final Written Exam - 100%
3. Mobility Students - (Regular) (Final)
 - Practical Work - 100%

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

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05-05-2022	06-05-2022	17-05-2022	20-05-2022