

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	2022/2023	Year of study	2	Level	1-2
Type	Semestral	Semester	2	ECTS credits	6.0
Code	9662-657-2203-00-22				
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) Rita Alexandra Manso Araújo

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. Costa, T. (2013). Gestão contemporânea. Princípios, tendências e desafios. Lisboa: Edições Sílabo
2. Teixeira, Sebastião (1998). Gestão das Organizações. Alfragide: McGraw-Hill Portugal.
3. Kotler, P. (2002). Marketing Management, Millenium Edition. Boston: Pearson Custom Publishing.
4. Gonçalves, G., Oliveira, E., & Padamo, C. (Eds.) (2015). Relações públicas e comunicação organizacional. Desafios da globalização. Escolar editora

Teaching and learning methods

Classes are theoretical and practical and the group work will be realized during all the semester and will be supervised by the teacher whenever necessary. Students' participation and engagement are valued, since he/she is an active part of the learning process.

Assessment methods

1. Continuous Evaluation - (Regular, Student Worker) (Final)
 - Practical Work - 40%
 - Intermediate Written Test - 60%
2. Final Exam Assessment - (Regular, Student Worker) (Final, Supplementary, Special)
 - Final Written Exam - 100%
3. Mobility Students - (Regular) (Final)
 - Practical Work - 40%
 - Intermediate Written Test - 60%
4. Mobility students - (Regular) (Supplementary, Special)
 - Final Written Exam - 100%

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

Rita Alexandra Manso Araújo	Manuela Dolores Ferreira Carneiro	Carlos Sousa Casimiro da Costa	Luisa Margarida Barata Lopes
20-03-2023	22-03-2023	29-03-2023	02-04-2023