

# Business and corporate communication

**MASTER'S DEGREE MBA IN INTERNATIONAL MANAGEMENT**

***UNIVERSIDAD INTERNACIONAL MENÉNDEZ PELAYO***

This document can be used as reference documentation of this subject for the application for recognition of credits in other study programmes. For its full effect, it should be stamped by UIMP Student's Office.



## GENERAL DATA

### Brief description

The aim of this subject is to encourage students to reflect theoretically and practically on the difference between journalism, corporate communication and public relations; to establish the concept of corporate communication, the definition of its recipients and, depending on them, the communication model where, of course, the so-called Social Media play an increasingly important role.

### Name

Business and corporate communication

### Code

102825

### Academic year

2024-25

### Degree

[MASTER'S DEGREE MBA IN INTERNATIONAL MANAGEMENT](#)

### ECTS Credits

1

### Type

ELECTIVE

### Duration

Cuatrimestral

### Language

Spanish/English

# CONTENTS

## Contents

### Session 1: INTRODUCTION TO COMMUNICATION

- &#8226; Key communication concepts
- &#8226; Business, strategy and communication
- &#8226; The map of audiences
- &#8226; Communication objectives
- &#8226; Communication techniques

### Session 2: CORPORATE COMMUNICATIONS

- &#8226; Corporate vs. operational communication
- &#8226; The three distances of communication in organisations
- &#8226; Communication management &#8211; the DirCom
- &#8226; The corporate narrative
- &#8226; Journalism vs. Communication

### Session 3: COMMUNICATION PLAN

- &#8226; Strategic plan and communication plan
- &#8226; Steps for creating a communication plan
- &#8226; Objectives, resources and deadlines
- &#8226; Audiences, messages and channels
- &#8226; Indicators and performance measurement

### Session 4: PUBLIC RELATIONS TECHNIQUES

- &#8226; Public relations, a key tool for corporate communication
- &#8226; Types and principles of internal communication
- &#8226; Keys to external communication
- &#8226; Media relations
- &#8226; 90 public relations techniques

### Session 5: COMMUNICATION AT ICEX / BRANDING, CORPORATE IMAGE AND SOCIAL MEDIA

- &#8226; Communication objectives at ICEX
- &#8226; ICEX Corporate Identity
- &#8226; Preparation of the general communication and marketing plan
- &#8226; Construction of the sustainability communication plan at ICEX
- &#8226; Construction and execution of ICEX's communication strategy for PR.

### Session 6: CRISIS COMMUNICATION AND CSR

- &#8226; Definition, types and strategy
- &#8226; Crisis audit
- &#8226; Crisis Handbook
- &#8226; Importance of information flow for decision-making
- &#8226; Corporate social responsibility

# COMPETENCES

## Conocimientos

CO1 - To learn about business management analytics in dynamic and complex environments, such as the international environment.

CO3 - To master the basic tools of information and communication technologies for exercising of their profession and for learning.

CO4 - To understand the concepts, theories and instruments for analysing and developing business internationalisation plans.

CO5 - To understand the nature of problems in the organisation and therefore the application of suitable tools by developing analytical skills.

CO6 - To acquire the skills for professional document drafting and reporting in the field of international business.

CO7 - To know the structure and functioning of the organisations and institutions that support companies' internationalisation.

CO8 - To know the main legal and fiscal aspects that directly or indirectly affect business internationalisation processes.

CO13 - To learn to incorporate the concept of sustainability in business and institutional projects, identifying its specific areas of practical application.

CO14 - To learn to incorporate other SDG concepts, which are also relevant for international companies, in their projects, identifying their specific areas of practical application.

## Habilidades

S1 - To apply the theoretical and practical knowledge acquired, with a high degree of independence, in both national and international companies, be they small or medium-sized or companies of a more multinational dimension, and even in non-business organisations whose management requires an international vision.

S2 - To apply the analytical skills acquired in defining and approaching new problems and in searching for solutions both in a national and international business context.

S3 - To be able to collect, record and interpret macroeconomic data, country information, industry and business information, financial and accounting data, statistical data, and relevant research results to systematise business decision-making processes in international environments.

S5 - To assess the relationship between enterprises and the institutional framework in which activities are carried out.

S6 - To manage digital platforms, technological, audiovisual and computer media to search for

information and for effective communication of business projects.

S7 - To manage software and statistical programmes for data recording and analysis.

S8 - To analyse the results of market and competition research to propose strategic orientations and operational actions.

S9 - To manage a business internationalisation project and assume managerial responsibilities.

## **Competencias**

C1 - To work in multidisciplinary and multicultural teams, in highly demanding situations in terms of time (deadlines for designing and executing projects and cases) and results.

C2 - To develop business and personal activities within the strictest ethical and socially responsible behaviours, as well as to develop sensitivity towards social and environmental issues.

C3 - To express themselves correctly, both orally and in writing, in Spanish and English, maintaining an appropriate image in their professional activity.

C4 - To lead the process of designing the international strategy.

C5 - To work in a team, prioritising the precision of the results and the soundness and originality of the proposals. .

C6 - To lead and develop international business negotiation processes.

# LEARNING PLAN

## Training activities

Type of activity	Hours	% On site
TA1.- Master classes	8	100
TA2.- Practical classes	5	100
TA3.- Individual and group work	15	0
TA4.- Tutorials	2	100
TA5.- Individual student work	20	0

## Teaching methods

Presentation and analysis of academic and/or industry texts with the main concepts of communication. In addition, great importance will be given to exercises and case studies, both individual and in groups, which visualise and allow for better understanding of the concepts.

All sessions will be based on the Mamma Mia! case study, which students should have read before the start of class. They must request the case in writing (email) from the ICEX-CECO Library.

## Learning outcomes

• To know the basic concepts of communication and be able to integrate this tool in their future professional projects.

• To identify the different objectives of communication actions carried out by public institutions and companies.

• To be able to draw up a short strategic communication plan for all areas.

# EVALUATION

## Evaluation system

Students' final grades will be determined on the basis of three concepts: the final exam, the individual work and the student's active participation.

### 1) Final exam (70%)

Written exam to assess the theoretical knowledge acquired by students through:  
• 25 multiple-choice questions (with four possible answers and only one valid answer).  
The assimilation of the theoretical knowledge on which the programme is based and which will have been the subject of reflection and work throughout the course will be assessed. It will also focus on the student's ability to apply this theoretical knowledge to finding a resolution for controversial practical situations.

• Correct answers score 0.40 points, blank answers 0 points, and incorrect answers lead to a deduction of 0.10 points.

The estimated duration of the examination is a maximum of 45 minutes.

Most of the answers will be derived directly from the documentation provided during the course and/or from the explanations given in class by the lecturer. However, some may require a personal effort of reflection on the part of students and the application of their own judgement. Questions on the compulsory reading document • Los diez pasos de un discurso • (The ten steps for a speech) will also be included in the exam.

The student must achieve a minimum mark of 3.5 points in the final exam in order for the rest of the tests to count towards their final grade.

### 2) Individual work (30%)

Students will have to apply the knowledge from the course to a practical case relating to international business. The aim is to complete a brief and schematic communication plan to publicise a specific action. The paper must be uploaded to the resource prepared on the virtual campus before 11.55 p.m. on the day before the exam takes place.

The plan may be a maximum of 500 words and will account for 30% of the final grade for the subject. Practical and precise application of the concepts developed during the course will be especially valued. Excessive wording will be penalised.

### 3) Active student participation

The lecturer may increase or decrease the final grade achieved by up to +/- 10% according to the participation of each student, both quantitatively (number of interventions) and, mainly, qualitatively (timeliness and quality of interventions), as well as the attitude and attention given during the teaching sessions.

Concise interventions that are able to connect the theoretical concepts presented in the lectures with the problems analysed, which contribute novel elements to the discussion, will be especially valued.

Whether students display an appropriate attitude will be taken into account, with active participation in the sessions, always paying attention to the teaching during the sessions, as well as consideration and respect towards the lecturer and their classmates. Inappropriate behaviour in class, such as carrying out work and tasks unrelated to the subject, managing messages or emails, and any other activity that could hinder the normal functioning of the class, should be expressly avoided.

In this subject there is no optional work to raise the grade.

Second and subsequent exam sessions

In the 2nd and subsequent exam sessions, 100% of the grade will depend exclusively on the exam. The type of examination may be a multiple-choice or essay type, oral, mixed or assignment. Students will be informed of the type(s) of test(s) well in advance.



## **FACULTY**

### **Coordinator/s**

**Gómez Quijano, Arturo**

*Doctor (UCM)*

*Profesor asociado.*

### **Lecturers**

**García Fernández, Rodrigo**

*Licenciado en Periodismo.*

*Técnico Comunicación y Marketing.*

*ICEX*

## BIBLIOGRAPHY AND LINKS

### Bibliography

For the exam, in addition to the class presentations, students will be required to read and analyse the required reading document “Los diez pasos de un discurso” (The Ten Steps for a Speech) by Public Communication Advisors on the introduction of the book Lend Me Your Ears by William Safire.