



IDENTIFYING DATA

Information and Communication of CSR

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|---------------------|--|-----------|------|------------|
| Subject | Information and Communication of CSR | | | |
| Code | V03M134V01106 | | | |
| Study programme | (*)Máster Universitario en Administración Integrada de Empresas e Responsabilidade Social Corporativa | | | |
| Descriptors | ECTS Credits | Choose | Year | Quadmester |
| | 3 | Mandatory | 1st | 1st |
| Teaching language | Spanish Galician | | | |
| Department | | | | |
| Coordinator | Otero Neira, María del Carmen | | | |
| Lecturers | Fernández Arias, M ^a Jesús García Rodríguez, María José Otero Neira, María del Carmen | | | |
| E-mail | cachu@uvigo.es | | | |
| Web | | | | |
| General description | | | | |

Competencies

| | |
|------|---|
| Code | |
| A5 | (*)Que os estudantes posúan as habilidades de aprendizaxe que lles permitan continuar estudando dun xeito que terá que ser, en grande medida, autodirixido e autónomo. |
| B2 | Interpretar y dominar destrezas asociados con ese campo |
| B8 | Organizar, planificar y desarrollar estrategias para llevar a cabo un trabajo |
| B9 | Comunicar sus conclusiones -y los conocimientos y razones últimas que las sustentan- a públicos especializados y no especializados de un modo claro y sin ambigüedades. |
| B10 | Trabajar en equipo. |
| B11 | Aplicar los conocimientos a la resolución de problemas concretos. |
| C5 | |
| D1 | |
| D3 | |

Learning outcomes

| | | | | |
|---|-------------------------------|------------------------|----|----------|
| Expected results from this subject | Training and Learning Results | | | |
| Purchase knowledges and command of the subject | A5 | B2 | | |
| Know apply and communicate the concepts purchased in the subject of an individual way and/or in group | | B8 B9 B10 B11 | C5 | D1 D3 |

Contents

| | |
|---------------------------------------|---|
| Topic | |
| MARKETING and CORPORATE COMMUNICATION | 1. Identity and Corporate Image 2. Corporate reputation 3. Management of Crisis |

| Planning | | | |
|-----------------|-------------|-----------------------------|-------------|
| | Class hours | Hours outside the classroom | Total hours |
| Classroom jobs | 10 | 15 | 25 |
| Lecturing | 5 | 0 | 5 |
| Presentation | 5 | 30 | 35 |
| Other | 2 | 2 | 4 |

*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

| Methodologies | |
|----------------------|---|
| | Description |
| Classroom jobs | The student develops exercises or projects in the classroom under guidelines and supervisión of the professor. It can be vinculado his development with autonomous activities of the student. |
| Lecturing | Session magistral participativa: exhibition by part of the professor of the contents of the subject object of studies, theoretical bases and /or guidelines of work, exercises or project to desenvolver by the student |
| Presentation | The student will present the results of his individual work or in group. Valuing so much the content of the same like the presentation. |

Personalized attention

| Methodologies | Description |
|----------------------|--------------------|
| Presentation | |

| Assessment | | Qualification Training and Learning Results | | | | |
|-------------------|---|---|----|------------------------|----|----------|
| | Description | | | | | |
| Classroom jobs(*) | O estudante desenvolve exercicios ou proxectos na aula baixa directrices e supervisión do profesor de modo individual e/ou en grupo que serán resoltas en clase | 30 | A5 | B2 B8 B10 B11 | C5 | D1 D3 |
| Presentation | (*) O alumno presentará os resultados do seu traballo individual ou en grupo. valorándose tanto o contido do mesmo como a presentación. | 50 | | B9 B10 B11 | C5 | D1 |
| Other | (*)Realizarse unha proba individual sobre os contidos da materia | 20 | A5 | B2 | | |

Other comments on the Evaluation

Sources of information

Basic Bibliography

Currás Pérez, Rafael, **Identidad e imagen corporativas: revisión conceptual e interrelación**, Teoría y Praxis,

Martín de Castro, G., **Reputacion empresarial y ventaja competitiva**, ESIC,

Pérez, Andrea, y Rodríguez del Bosque¹, Ignacio, **Identidad, imagen y reputación de la empresa: integración de propuestas teóricas para una gestión Exitosa**, Cuadernos de Gestión,

Van Riel, Cees B.M., **Comunicación Corporativa**, Prentice Hall,

Villafañe Gallego, J., **La buena reputación**, Piramide,

Complementary Bibliography

Currás Pérez, R, **Comunicación de la responsabilidad social corporativa: Imagen e identificación con la empresa como antecedentes del comportamiento del consumidor**, TESIS DOCTORAL,

De Quevedo Puente, E., **Reputación y creación de valor**, Thomson Paraninfo,

Recommendations