



## IDENTIFYING DATA

### Information and Communication of CSR

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 English			
Department				
Coordinator	Otero Neira, María del Carmen			
Lecturers	Fernández Arias, M <sup>a</sup> Jesús García Rodríguez, María José Otero Neira, María del Carmen			
E-mail	cachu@uvigo.es			
Web				
General description	The goal of this matter is understanding how Marketing and Corporate Communication of companies provide information about their corporate identity in order to influence their image on their stakeholders through corporate associations (including CSR) to, in the long term, configure Business Reputation. And ultimately inform their stakeholders			

## 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
COMUNICACION INTEGRATED And OF THE RSC	Strategies of Communication of the RSC

Planning			
	Class hours	Hours outside the classroom	Total hours
Mentored work	10	16	26
Lecturing	5	4	9
Presentation	5	18	23
Objective questions exam	1	16	17

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

Methodologies	
	Description
Mentored work	The student develops exercises or projects in the classroom under guidelines and supervisión of the professor. It can be done individually or in groups
Lecturing	Teaching sessions by the professor on the contents of the matter offering theoretical bases and /or guidelines of work, activities, exercises or projects to be developed by the student
Presentation	The student will present the results of his individual or group works. It is assessed both the content and the presentation.

#### Personalized assistance

Methodologies	Description
Presentation	Individualized attention to students under request on tutoring hours

Assessment		Qualification		Training and Learning Results			
	Description						
Mentored work	The students develop exercises, tasks or projects under the guidelines and supervision of the professors. This work can be done individually and / or in a group.	40	A5	B2 B8 B10 B11	C5	D1 D3	
Presentation	Students will present the results of their work individually or as a group. There will be assessed both the contents and the oral presentation.	40		B9 B10 B11	C5	D1	
Objective questions exam	Individual testing on the contents of the matter	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., **Reputación empresarial y ventaja competitiva**, ESIC,  
Pérez, Andrea, y Rodríguez del Bosque, 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

#### Other comments

This educational guide anticipates the learning assets and methodologies for the development of the subject and it is conceived in a flexible form. The data that appear in this guide and in its planning and educational methodologies are orientative by considering adjustments derived from the heterogeneity of the groups and of the students or any other circumstance that may arise.

In consequence, it can require readjustments along the academic course promoted by the dynamics of the class and of the group or by the importance of the situations that could arise. Likewise, the professors will offer the students the necessary information and concrete guidelines at each moment of the formative process.

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## **Contingency plan**

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### **Description**

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#### **=== EXCEPTIONAL PLANNING ===**

Given the uncertain and unpredictable evolution of the health alert caused by COVID-19, the University of Vigo establishes an extraordinary planning that will be activated when the administrations and the institution itself determine it, considering safety, health and responsibility criteria both in distance and blended learning. These already planned measures guarantee, at the required time, the development of teaching in a more agile and effective way, as it is known in advance (or well in advance) by the students and teachers through the standardized tool.

#### **===== ADAPTATION OF THE METHODOLOGIES =====**

Since the teaching guide is planned for both face-to-face and non-face or virtual teaching, all methodologies are maintained, but the development of the proposed activities and tasks will be done virtually rather than face-to-face.

#### **=== ADAPTATION OF THE ASSESSMENT ===**

The evaluation will be performed virtually rather than in a face to face mode.

The test may include closed questions with different alternative answers (true/false, multiple choice, etc.) as well as short, numerical or essay questions. Students either have to select a response/s from a limited number of possibilities and/or respond to questions or exercises that they are asked.

Students may be asked to include PDFs, or other types of files, as proof/s of the performance of the exercise/s or the other tasks required.

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