



IDENTIFYING DATA

Communication: Corporate image

Subject	Communication: Corporate image			
Code	P04G190V01303			
Study programme	(*)Grao en Publicidade e Relacións Públicas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Basic education	2nd	1st
Teaching language	Spanish Galician English			
Department				
Coordinator	Martí Pellón, Daniel Francisco			
Lecturers	Arévalo Iglesias, Lorena Martí Pellón, Daniel Francisco			
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Web	http://comunisfera.blogspot.com.es/p/curso-de-imagen.html			
General description	Analytics, production and management of the image and of the reputation in personalities and organisations			

Competencies

Code				
A2	(*)Que os estudantes saiban aplicar os seus coñecementos ó seu traballo ou vocación dunha forma profesional e posúan as competencias que adoitan demostrarse por medio da elaboración e defensa de argumentos e a resolución de problemas dentro da súa área de estudo.			
A3	(*)Que os estudantes teñan a capacidade de reunir e interpretar datos relevantes (normalmente dentro da súa área de estudo) para emitir xuízos que inclúan unha reflexión sobre temas relevantes de índole social, científica ou ética.			
B3	(*)Competencia interpretativa do entorno: capacidade para interpretar, analizar e interpretar o entorno económico, político, socio-cultural, tecnolóxico e comunicativo			
C5				
C9				
C11				
C14				
D3				

Learning outcomes

Expected results from this subject	Training and Learning Results			
Design and manage a professional profile in internet and communicate interests and qualities in social networks	A2 A3		C5 C9 C11 C14	
Audit, diagnose and attend the needs of communication of people, SMEs or organisations in his local surroundings, cooperating in some action or contemporary event, communicating with some of the groups of interest informed through social networks in internet	A2 A3	B3	C9 C11 C14	D3
From contemporary professional criteria and the specifications of the course present and approve in the group a viable project for review of mark or improvements of reputation with groups of interest in digital social networks and in his territorial surroundings.	A3	B3	C5 C9 C11 C14	D3

Contents

Topic	
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Identity and mark	Seminar: Contest of *portafolios
-Representation and innovation in the design of professional profiles in communication.	Practices:
- Strategic and social scope of the image in the economy of the attention	- Analysis of images.
- Iconic foundations of the analysis and the interpretation in communication	- Iconography and exercises of multichannel branding
Local communication, image and reputation. Indicators and orientations from social networks.	- Storytelling, transmedia and the creation of new symbols
- The interpretation of the image. Functions in *rrss	Seminar: Defence of practical cases of local communication for small organisations in social networks
- The speeches and the groups of interest	Workshops:-
- The reputation and the intangible in the public communication	- local communication in social networks
Strategic dimension and participatory vocation of the communication of the organisations.	- The social networks like extension of plans of *branding and advertising
- Reconstruction of cultures from the transparent internal communication	- the communication expanded and the empowerment of the people from the evaluation of intangible. The reputation like value of corporate image
- The amplification in social networks of the institutional and corporate communication	Seminar: evaluation and approval of project of communication
- The communication in the innovation and the social transformation	Workshop:
	- Open internal communication
	- Socialmedia: Amplification and transmedia in commercial social networks
	- Evolution and transformation of tendencies and citizen movements

Planning

	Class hours	Hours outside the classroom	Total hours
Presentations / exhibitions	10	10	20
Workshops	10	10	20
Seminars	10	10	20
Jobs and projects	5	20	25
Portfolio / dossier	7	34	41
Case studies / analysis of situations	8	16	24

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

Methodologies

	Description
Presentations / exhibitions	Exhibition and examples of communication, image and personal reputation and in organisations
Workshops	Practices of analysis, production, distribution and evaluation of materials and products in the corporate communication
Seminars	Exercises of analysis and evaluation of communication

Personalized attention

Tests	Description
Portfolio / dossier	Personal attention in practices and workshops TIC, forums in social networks and comments in blog. Reduce the telephone use and the personal messages in favour of collective answers that can serve to others. The course can be followed by livestreaming

Assessment

	Description	Qualification	Training and Learning Results			
Jobs and projects	Presentation of local or cooperative project for approval and evaluation of his feasibility by the group of mates	30	A3	B3	C5 C9 C11 C14	D3

Portfolio / dossier	selfevaluation of a professional profile online published presented and groupal evaluation of the learning experiences	30	A2 A3		C5 C9 C11 C14	
Case studies / analysis of situations	Resolution of problems of communication in practical cases and exercise of improvement of mark or reputation in local project resolved by a small cooperative group	40	A2 A3	B3	C5 C9 C11 C14	D3

Other comments on the Evaluation

Like application of practices of audit and of iconography evaluates the portfolio two-phase first in a contest of proposals of innovative professional profiles and at the end of the course like measure of the evolution perceived of the learning by the students

The qualification of the cooperative work like in the boutique of communication for support in social networks of a SME or small local organisation, selfevaluation in the portfolio, is voted by the rest of groups in the collective presentation like cases of local communication and subjects to evaluation of the addressees of the actions realised.

The final proof, included in the calendar of examinations, demands previous presentation of all the practices and the proposal of a final project that innovate and explode the reached in portfolio and in defence of the communication reached in social networks

Sources of information

Rheingold, Howard, **Net Smart: How to Thrive Online**, 2012,

Dolors Reig, **Socionomía**, 2012,

Pampín Quián, Alberto, **EL IMPACTO MEDIÁTICO Y POLÍTICO DE WIKILEAKS**, 2013,

Sanagustín, Eva, **Marketing de contenidos**, 2013,

Cambroner, Antonio, **Manual imprescindible de Twitter**, 2012,

Aced, Cristina, **Perfiles profesionales 2.0**, 2010,

Paul Capriotti, **Branding corporativo**, 2010,

Recommendations

Subjects that continue the syllabus

Copywriting/P04G190V01401

Strategic Advertising/P04G190V01402

Media research and hearings techniques and methods/P04G190V01502

Public relations strategic planning/P04G190V01503

Public relations techniques/P04G190V01604

Alternative Communication: Virtual Media and new advertising media/P04G190V01903

Crisis Communication/P04G190V01904

Communication management/P04G190V01701

Public Relations and solidary communication/P04G190V01908

Subjects that are recommended to be taken simultaneously

Company: Basics of marketing techniques/P04G190V01302

Advertising photography theory and practice/P04G190V01305

Subjects that it is recommended to have taken before

Communication: Written Communication/P04G190V01201

Communication: History and Theory of Communication/P04G190V01104

Communication: Image theory and technique/P04G190V01106

Public relations theory and practice/P04G190V01205