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
Lecturers	Martí Pellón, Daniel
E-mail	dmarti@uvigo.es
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
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		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	C9 C11 C14	D3
New			C11 C14	D3

Contents

Topic	

COMMUNICATION ANALYTICS AND IMAGE MANAGING STRATEGIES	Seminar I: evaluation publications for local business in commercial communication in Facebook and another socialplatforms
Analysis of local brands, in media and in social networks.	Workshops in practical classes - organisation of small cooperative groups to manage communication for associations or local customers in social networks.
Image production for local strategies, in media and crossmedia multiplatforms.	- Iconography gained through content and brand strateg, advertising media and crossmedia distribution .
Development of dialectic and critical competitions.	
STRATEGIES IN PUBLIC RELATIONS AND ANTHROPOLOGY OF THE IMAGE COMMUNICATION.	Seminar evaluation of solutions to critical cases posed and resolved in small cooperative group.
Analysis of profiles, studies of influence and interpretation of corporate reputation.	Workshops in the practices on socialmedia iconology - Internal communication and construction of community
Development of rhetorical and managerial competitions in events and in social networks.	- Management of public affairs and communities iconology.
Practice in strategies of internal communication in communities, strategies of public relations for organisations and open strategies in social networks.	- Open communication and citizen movements
PERSONAL BRANDING AND COLLABORATIVE TRANSMEDIA	Seminar of evaluation: presentation of personal brand project
	Practices in portfolio during the course:
Solution of conflict in group and with customer.	- Weekly annotation of the learning in the blog, or in social networking profile.
Development of poetic and creative competitions in design and innovation of communication.	- Iconographic analysis of personal brands.
Strategy of personal brand and collaborative projects	- Iconologic analysis of referents and influencers in socialmedia professional networks.

Planning

	Class hours	Hours outside the classroom	Total hours
Presentations / exhibitions	20	20	40
Workshops	20	60	80
Seminars	3	6	9
Portfolio / dossier	2	4	6
Case studies / analysis of situations	3	6	9
Jobs and projects	2	4	6

*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, examples and analysis of communication, image and reputation for personal brands and crisis management and ordinary communication or in formal and social media
Workshops	Practices in small cooperative group formed by responsible components of tasks analysis and direction, production, and socialmedia communication.
Seminars	Group exercises of analysis and evaluation of the personal and cooperative works carried out during the course

Personalized attention

Methodologies	Description
Workshops	The open practical classes, in classroom and in social networks, exercise analytical competitions, managerial and creative to the rithm of the contents and orientations of each part of the course

Tests	Description
Portfolio / dossier	The individual learning consigns in weekly annotations in the blog of mark of the student that shares and reviews during the course with occasion of the seminars and in the individual evaluation with each student/or in the last weeks of the course

Jobs and projects	The practical classes oriented and evaluated in the seminars, reviewithe approach and execution of the plan for social media by an association or local brand in small cooperative group that shares a same and only qualification for his members

Assessment

	Description	Qualification	Training and Learning Results			
Portfolio / dossier	selfevaluation of a professional profile online published presented and groupal evaluation of the learning experiences	30	A2 A3		C9 C11	
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	C9	
Jobs and projects	Presentation of local or cooperative project for approval and evaluation of his feasibility by the group of mates	30	A3		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

Basic Bibliography

Molina Cañabate, Juan Pedro, **Comunicación Corpotativa**, Grupo 5, 2017

Complementary Bibliography

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

Dolors Reig, **Socionomía**, Planeta, 2012

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

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

Cambronero, Antonio, **Manual imprescindible de Twitter**, Anaya Multimedia, 2012

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

Paul Capriotti, **Branding corporativo**, Business School Universidad Mayor, 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