



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	#EnglishFriendly Spanish Galician			
Department				
Coordinator	Otero Neira, María del Carmen			
Lecturers	Fernández Arias, María Jesús 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			

Training and Learning Results

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	

Expected results from this subject

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. Corporate Identity, Image and Reputation 2. Management of Crisis
Integrated Communication and Social Corporate Responsibility (SCR)	CSR Communication Strategies

Planning			
	Class hours	Hours outside the classroom	Total hours
Mentored work	9	15	24
Lecturing	6	6	12
Presentation	5	17	22
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 supervision 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. The activities done during class sessions are not recoverable and therefore attendance is required
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. It includes, or may include, one or more activities. Non-recoverable evidence.	35	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. It includes, or may include, one or more activities. Non-recoverable evidence.	35		B9 B10 B11	C5	D1
Objective questions exam	Individual testing on the contents of the matter In the case of continuous evaluation, the date is indicated on the educational platform and corresponds to the last classroom session. Non-recoverable evidence	30	A5	B2		

Other comments on the Evaluation

The MAiE follows a continuous evaluation system. As an alternative to continuous evaluation, students may choose to be evaluated with a final exam that will cover both the theoretical and practical knowledge taught in the subject, which will take place on the dates established in the official calls and that will mean 100% of qualification. In these cases, an exam may be required that will evaluate both the theoretical and practical knowledge of the subject, as well as the presentation of all the evidence of the classroom work carried out by the continuous evaluation students.

The dates of these exams can be consulted in the MAiE Teaching Calendar (Available at MooVi in the Common Space and on the MAiE website: (<http://maiersc.webs.uvigo.es/>)).

Observation: Any evidence of plagiarized or copied work and tests will lead to a failing grade in both calls

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,
Burgueño, J. M., **Qué hacer cuando arde la red: gestión de crisis de comunicación online. Qué hacer cuando arde
la red**, 2018

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 learning guide anticipates the learnign assets and methodologies for the develpment of the subject and it is conceived in a flexible form. The data that appears in this guide and in his 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 proffessors will offer the students the necessary information and concrete guidelines at each moment of the formative process.
