**Aims**

Given that more and more graduates in communication studies have job opportunities beyond traditional journalistic work offerings, for instance in organizations’ Departments of Communication, this course is a must. The contents to be developed have to do with understanding the importance of communication in organizations and the importance of the communication plan for a range of corporations (private enterprises, public enterprises, NGOs, political parties). This subject thus aims to provide students with theoretical and practical tools useful for:

1) analyzing the internal and external strategies of the Communication Departments,
2) acquiring the basic knowledge to understand and manage the work habits in a communication cabinet of corporations based on different natures;
3) obtaining the ability to manage and develop communication tools for public speeches;
4) managing new platforms (websites, social media and so on) for an effective communication of the organization, that is, balancing business objectives, corporate responsibility to stakeholders, and customer and influencer engagement.

**Contents**

Topics for the theoretical body:

1. Basic concept of communication offices: definition, objectives and functions.
2. External communication. Relations with the media.
   2.1. The rules of the game: preparation of the message, action and evaluation.
   2.2. Tools: press releases, press conferences, the media pack and other traditional tools.
3. Different strategies and modes of work of communication offices depending on their typology and business type: public institutions, political parties, private corporations and NGOs.
4. Incidence of communication offices in the media.
5. Internal communication. Tools and resources.
7. New technologies in communication offices: virtual press rooms, social networking and other tools.

**Agenda**

Weekly practical exercises aimed at acquiring the aforementioned skills. Writing press releases, identifying the media where the press release can be sent, analyzing different communication offices and their strategies and tools, organizing press conferences, preparing media kits, using social networks oriented to organizational communication, designing communication plans.