

COURSE GUIDE

2022/23

Faculty 323 - Faculty of Social and Communication Sciences

Cycle Not Applicable

Degree GPERIO31 - Bachelor's Degree in Journalism

Year Third year

COURSE

27126 - Press Office

Credits, ECTS: 6

COURSE DESCRIPTION

Given that more and more graduates in communication studies have job opportunities beyond traditional journalistic jobs in the media, for instance in the Communication Departments of organizations, this course has a crucial importance in order to enlarge the work market of students in communication, and more specifically, journalism. The contents to be developed have to do with understanding the importance of a structured communication plan for a range of corporations (private enterprises, public enterprises, political parties and social movements and NGOs). Thus, during the course the student will acquire knowledge in the functioning of communication departments in their internal as well as external communication strategies.

COMPETENCIES/LEARNING RESULTS FOR THE SUBJECT

Train the student to understand the functioning of the communication departments as an important part of the organizational communication of any type of corporation, public, private, political parties or NGOs. Likewise, the student will learn and internalized the functioning, the daily routines, the everyday used tools and the professional skills of the staff and managers in charge of planning and executing the internal and external communication strategies.

CONTENIDOS TEÓRICO-PRÁCTICOS

Topics for the theoretical programme:

1. Basic concept of communication departments: definition, objectives and functions
2. External communication. Relations with the media.
 - 2.1. The standard procedures for the preparation of the message, action and evaluation.
 - 2.2. Tools: press releases, press conferences, the media pack and other traditional tools.
- Digital media: digital press rooms and the active use of social networks.
3. Different strategies and work modes in communication departments depending on their typology and business type: public institutions, political parties, private corporations and Non-Governmental Organizations.
4. Impact/influence/Effect of communication departments in the media.
5. Internal communication. Tools and resources.
6. Communication in times of crisis. Planning and management. Crises.

The practical programme:

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, preparing media kits, designing communication plans and organizing real press conferences, among others.

TEACHING METHODS

The course will consist of lectures and practical classes in which the contents of the theoretical classes will be reinforced. Thus, lecture hours will be equally divided in theoretical lectures where concepts will be transmitted through applied theory; and practical lectures, where students will have the opportunity to recognized working procedure of communication departments and they will by themselves design communication plans for their own enterprise, writing press releases, preparing media packs, organizing press conferences, and so forth.

TYPES OF TEACHING

Types of teaching	M	S	GA	GL	GO	GCL	TA	TI	GCA
Hours of face-to-face teaching	53		7						
Horas de Actividad No Presencial del Alumno/a	79,5		10,5						

Legend: M: Lecture-based S: Seminar GA: Applied classroom-based groups
GL: Applied laboratory-based groups GO: Applied computer-based groups GCL: Applied clinical-based groups
TA: Workshop TI: Industrial workshop GCA: Applied fieldwork groups

Evaluation methods

- Continuous evaluation
- End-of-course evaluation

Evaluation tools and percentages of final mark

- Written test, open questions 20%
- Individual assignments 40%
- Teamwork assignments (problem solving, Project design) 40%

ORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

On-going assessment:

• Theory and applied theory activities

• Written test (20%)

• Project (40%)

• Practical activity. Group activity: designing and creating a communication plan that involves the organization of a real press conference (40%)

Criteria to follow the on-going assessment:

The student must pass the three aforementioned blocks separately and attend the 80% of the lectures, perform in a satisfactory way the 80% of the class assignments and obtain at least 7 points out of ten in the class presentation.

Final assessment:

• Theoretical-practical exam (60%)

• Individual task of applied theory: research project on a particular communication department (40%)

Requirements

In order to pass the course through the final assessment, both aforementioned blocks must be passed separately.

EXTRAORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

The student who, for justified reasons stated in the regulations, cannot participate in the continuous evaluation system, has the possibility of accrediting the achievement of knowledge and skills inherent to the subject through a single final test consisting of:

1. a written exam of theoretical contents.
2. A written exam of practical contents.

MANDATORY MATERIALS

Materials prepared in communication offices of institutions, companies, associations or other organizations. Information published in the media related to institutions, companies, associations or other organizations. Active presence in social networks.

BIBLIOGRAFÍA

Basic bibliography

ARGENTI, Paul A. & FORMAN, Janis. 2002. The power of corporate communication: Crafting the voice and image of your business. New York: McGraw Hill Professional.

CIALDINI, Robert B.; MORGAN, Nick & TANNEN, Deborah. 2013. On Communication. Harvard: Harvard Business Review.

CORNELISSEN, Joep. 2014. Corporate Communication. A Guide to Theory & Practice. London: SAGE Publications Ltd.

Detailed bibliography

BALMER, John MT & GRAY, Edmund R. 1999. "Corporate identity and corporate communications: creating a competitive advantage". Corporate Communications: An International Journal, vol. 4, no 4, p. 171-177.

DAHLGREN, Peter. 2005. "The Internet, public spheres, and political communication: Dispersion and deliberation". Political communication, vol. 22, no 2, p. 147-162.

DOLAN, Gabrielle & NAIDU, Yamini. 2013. Hooked: How Leaders Connect, Engage and Inspire with Storytelling. Melbourne: John Wiley & Sons.

HOOGHMSTRA, Reggy. 2000. "Corporate communication and impression management; new perspectives why companies engage in corporate social reporting". Journal of business ethics, vol. 27, no 1, p. 55-68.

LANTOS, Geoffrey P. 2001. "The boundaries of strategic corporate social responsibility". Journal of consumer marketing, vol. 18, no 7, p. 595-632.

VAN RIEL, Cees BM & FOMBRUN, Charles J. 2007. Essentials of corporate communication: Implementing practices for effective reputation management. London and New York: Routledge.

Journals

- Corporate Communications: an international journal (Emerald Insight)
- Communication Studies (Taylor & Francis)

Web sites of interest

- Asociación de Directivos de Comunicación
<http://www.dircom.org>
- Asociación Universitaria de Gabinetes de Comunicación
<http://www.augac.es>

OBSERVATIONS