



## INTRODUCTION

- **Department:** Marketing and Media Management (*Marketing y Empresas de Comunicación*), School of Communication
- **Degree:** Marketing
- **Type of course:** Required
- **Number of credits:** 3 ECTS
- **Module and Subject:** LEVEL 1. Module IV: Communication and Branding / LEVEL 2. Subject 1: Fundamentals of Communication
- **Workload:** 75 hours
- **Autumn semester:** these classes will run from September 4th to November 27th, 2026 (both included)
- **Language:** English
- **Lecturer:** Dra. [Natalia Rodríguez Salcedo](mailto:nrodriguez@unav.es), profesor contratado doctor ([nrodriguez@unav.es](mailto:nrodriguez@unav.es))
- **Web:** <https://asignatura.unav.edu/comunicacion-corporativa-marketing/>
- Ground course for 2nd year Marketing students
- **Venue: Aula 6 (Communication building):** Fridays, from 12.00 to 13.45 p.m.  
ATTENTION: additionally, there are three compulsory **seminars** for public presentations on the last three Mondays of the semester, **aula 11 (Communication building): November 9th, 16th and 23 th** (only those three last Mondays of the Semester, students will participate in two groups, either from 9.00 to 10.15 or from 10.30 to 11.40 pm).

**Short description:** This course on Corporate Communication aims to help students understand why organizations need to communicate in order to establish relationships with their publics and manage their reputation. During the semester, students will acquire knowledge about: internal and external communication strategies, skills to design and execute effective communication plans that align business objectives with their publics' expectations, the discipline's different specialties and theoretical concepts, as well as its differences with other communicative phenomena such as propaganda.

## LEARNING OUTCOMES (Resultados de aprendizaje)

### BASIC

CB1 - Students have demonstrated knowledge and understanding in an area of study that builds on the foundation of general secondary education, and is usually at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.

CB2 - Students are able to apply their knowledge to their work or vocation in a professional manner and possess the competences typically demonstrated through the development and defence of arguments and problem solving within their field of study.

CB3 - Students have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgements that include reflection on relevant social, scientific or ethical issues.

CB4 - Students are able to convey information, ideas, problems and solutions to both specialist and non-specialist audiences.



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CB5 - Students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

## GENERAL

GC2 - Knowing and assessing the role of marketing from a multidimensional perspective: historical, economic and business, legal, sociological, deontological and technological.

GC3 - Knowing the tools and techniques of innovation and entrepreneurship processes that occur in marketing management.

GC5 - Apply leadership, teamwork, planning and time management skills to responsible decision-making and problem-solving in marketing.

GC6 - Use written and oral expression techniques according to the rules of marketing communication, including the need for analysis, synthesis, creative and strategic approach.

## SPECIFIC

CE17 - Identificar los fundamentos de la comunicación estratégica y corporativa en un entorno global y digital.

## SYLLABUS

### **Part I. Introduction and professional context**

**Lesson 1.** Introduction to Corporate Communication. What is it?

Why does Corporate Communication matter? A formal introduction.

### **Part II. The practice of Corporate Communication**

**Lesson 2.** The communication plan: the importance of strategy.

The industry of Strategic Communication: in-house and consultancies.

### **Part III. The theory of Corporate Communication: related concepts and elements**

**Lesson 3.** Propaganda.

**Lesson 4.** Public Relations.

**Lesson 5.** Corporate Communication.

## EDUCATIONAL ACTIVITIES

Students should **attend lectures** to become familiar with basic concepts and case studies. They also have to **study class notes** and some other required readings. Students will have to think and analyse some visual and/or written material as part of their regular **class assignments**. These assignments will contribute to their final grade, as well as a final group project. In summary:

Lectures: theoretical explanations, case studies, analysis and discussions. 26 hours.

Personal study of class notes (and reading material, only if needed): approx. 25 hours.



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Assignments: students will have to take individual assignments in/after class regularly. They will have to upload those assignments through Adi. The teacher will give instructions in class.

Final project in groups of 5-6 students: approx. 19 hours. Oral presentations will be held on **three seminars** on November 9th, 16th and 23th (**Aula 11**, schedule: from 9.00 to 10.10 and from 10.30 to 11.40 pm.): 3.5 hours.

Exam (December 2nd, 2026, 16.00 pm, aula 6, Fcom building): approx. 1,5 hours. It is necessary to pass this exam in order to pass the course.

## ASSESSMENT

### DECEMBER EXAM: December 2nd, 16.00 pm, Aula 6 (Fcom building)

There will be three graded activities in this course:

**30%** Students will set up **groups of 6 people** in order to prepare a public presentation (a class) about a theme assigned in class. The presentation will be delivered in a seminar on Mondays (morning time: 9.00 to 10.10 or 10.30-11.40): November 10th, 17th and 24th). Please read the guidelines in ADI (available document by September). There will be tutoring hours available with the teacher by the end of October (schedules for tutoring hours will be announced in class). Presentations will be graded and they will become 30% of the students' final grade. **THIS FINAL PROJECT IS COMPULSORY**. Please make sure you have a group for your presentation!!!

**20% Personal assignments** (in-class participation)

**50% Final exam** (December 12th, 16.00 pm, aula 6, Fcom building). It is necessary to pass this exam in order to pass the course.

### JUNE EXAM: June 18th, 16.00 pm, Aula 5 (Fcom building)

Students who were not able to take or who did not pass the examination in December are offered the opportunity to take a resit examination in **June**.

Students will only be able to take the June exam if they previously participated in a group project.

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### Plagiarism, cheating:

As it is indicated in the standards of evaluation of the University, cases of plagiarism, cheating and other irregularities, such as copying during an exam, will receive academic sanction which, in this case, will be to receive a grade of "suspension" (*suspensa*) in this course.

## OFFICE HOURS

**Prof. Dr. Natalia Rodríguez Salcedo** ([nrodriguez@unav.es](mailto:nrodriguez@unav.es)) is available for consultation every week **upon request** ([nrodriguez@unav.es](mailto:nrodriguez@unav.es)) at: Department of Marketing and Media Management ( *Dpto. Marketing y Empresas de Comunicación*), office number 0690, main Library building, ground floor.

## LITERATURE AND TEXT RESOURCES

Required and suggested readings will be provided where appropriate.



## **Suggested readings:**

Austin, E. y Pinkleton, B. (2003). *Strategic public relations management. Planning and managing effective communication programs*. Ed. Lawrence Erlbaum Associates.

Broom, G.M. and Sha, B. (2012). *Cutlip and Center's Effective Public Relations*. Harlow, Uk: Pearson Education.

Bernays, E. (1955). *The Engineering of Consent*.

Bernays, E. (1928). *Propaganda*.

Bernays, E. (1923). *Crystallizing Public Opinion*.

Botan, C. and Hazleton, V. (eds.) (2006). *Public Relations Theory II*. Lawrence Erlbaum Associates, New York.

Cornelissen, J. (2011). *Corporate Communication. A Guide to Theory and Practice*. London: Sage.

Grunig, J. and Hunt, T. (1984). *Managing Public Relations*. Harcourt Brace Jovanovich College Publishers, New Jersey.

Sotelo Enríquez, C. (2008). *Introducción a la Comunicación Institucional*. Ariel Comunicación, Barcelona.

Sriramesh, K. and Verçiç, D. (2019). *The Global Public Relations Handbook: Theory, Research, and Practice*. Routledge.

Van Riel, C.B.M and Fombrun, C. J. (2007). *Essentials of Corporate Communication*. Oxon: Routledge.

## **Suggested websites:**

<http://www.prmuseum.com/>

Professional Associations:

<http://www.ipra.org>

<http://www.ipr.org.uk>

<http://www.asociacionadc.org>

<https://www.edelman.com/trust/2023/trust-barometer>

## **Consultancies:**

<http://www.fleishman.com/>

<https://bcw-global.com/>

<http://www.hillandknowlton.com/>

## **On-line publications:**

<http://www.prwatch.org>

<http://www.prnewsonline.com/>

<http://www.huffingtonpost.com>