Universidad de Navarra

Corporate Communication (Gr. Marketing)

Teaching guide 2026-27

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, profesor contratado doctor (nrodriguez@unav.es)
- **Web:** https://asignatura.unav.edu/comunicacion-corporativa-marketing/
- Ground course for 2nd year Marketing students
- **Venue: Aula 5 (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 9 (Communication building)**: **November 9th, 16th and 23th** (only those three last Mondays of the Semester, students will participate only once (one of the three days) in 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.

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.

CG6 - 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 Commmunication

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. 21 hours. Oral presentations will be held on **three seminars** on November 9th, 16th and 23th (**Aula 9**, schedule: from 9.00 to 10.10 and from 10.30 to 11.40 pm,): 1 hour.

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

ASSESMENT

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

There will be three graded activities in this course:

25% The teacher will assign **groups of 5-6 students** to prepare a public presentation (in class) on a Corporate Communication project for a specific client, Velites. The briefing will be shared with two other second-year courses: *Gestión de Marketing* and *Introduction to Branding*. For this course, *Corporate Communication*, each group must prepare a **communication plan** for the company and **propose and justify four communication tactics**. Presentations will take place during Monday seminar slots (morning session: 9.15 to 10.15 or 10.30-11.30) on November 9, 16 and 23. Presentations will be graded and account for 25% of the final grade. THIS FINAL PROJECT IS MANDATORY. Please make sure you are assigned to a group!!!

15% **Personal assignments** (in-class participation)

60% **Final exam** (December 2nd, 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 4 (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 the group project from September to November 2026.

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" (*suspenso)* in this course.

OFFICE HOURS

Prof. Dr. Natalia Rodríguez Salcedo (nrodriguez@unav.es) is available for consultation every week **upon request** (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

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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. Find it in the Library

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

Bernays, E. (1955). *The Engineering of Consent. https://dn790002.ca.archive.org/0/items/kupdf.net_bernays-et-alli-engineering-of-consent-1955/kupdf.net_bernays-et-alli-engineering-of-consent-1955_text.pdf*

Bernays, E. (1928). *Propaganda*. Find it in the Library electronic version

Bernays, E. (1923). *Crystallizing Public Opinion*. Find it in the Library electronic version

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

Cornelissen, J. (2011). *Corporate Communication. A Guide to Theory and Practice*. London: Sage. Find it in the Library

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

Sotelo Enríquez, C. (2008). *Introducción a la Comunicación Institucional*. Ariel Comunicación, Barcelona.Find it in the Library

Sriramesh, K. and Verçiç, D. (2019). *The Global Public Relations Handbook: Theory, Research, and Practice*. Routledge.Find it in the Library electronic version Find it in the Library print version

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

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



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http://www.prnewsonline.com/

http://www.huffingtonpost.com