



TEACHING GUIDE

Principles and strategies of institutional communication and political marketing

Course 2023-2024



COURSE TEACHING GUIDE



SUBJECT ORGANIZATION

Principles and Strategies of Institutional Communication and Political Marketing	Nº ECTS 12			
Duration and temporary location within the curriculum: It is framed in the module "Foundations of Institutional Communication and Political Marketing", which contains a single subject (offered in the first semester), called "Principles and strategies of Institutional Communication and Political Marketing", and a single subject of the same name, which consists of 12 ECTS.				
Subjects				
SUBJECTS	ECTS	SUBJECTS	ECTS	Course/ semester
Principles and strategies of Institutional Communication and Political Marketing	12	Principles and strategies of Institutional Communication and Political Marketing	12	1/1
COURSE TEACHING / COURSE GUIDE: Principles and strategies of Institutional Communication and Political Marketing.				



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BASIC AND GENERIC COMPETENCES	Weighting of competition			
	1	2	3	4
CB6 - Possess and understand knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a research context.			X	
CB7 - Students can apply their acquired knowledge and ability to solve problems in new or unfamiliar environments within broader contexts (or multidisciplinary) related to their field of study			X	
CB8 - Students are able to integrate knowledge and handle complexity, and formulate judgments based on information that was incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments.			X	
CB9 - Students can communicate their conclusions and the knowledge and rationale underpinning public skilled and unskilled in a clear and unambiguous			X	
CB10 - That students possess the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous.				X
CG1 - Integrate concepts and tools to formulate value judgments that take into account social and ethical responsibilities, especially in the world of communication and marketing				X
CG3 - Resolve conflicts in new and multidisciplinary environments related to communication and marketing management.			X	
CG4 - Clearly communicate conclusions and debate with specialized and non-specialized audiences on topics of interest and current events related to communication and marketing				X
CG5- Being able to show an entrepreneurial spirit to integrate the knowledge and skills required by institutional communication management and political marketing in a master's degree project.			X	
CG6- Integrate learning skills that allow the training to continue in an autonomous and self-directed way.			X	



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CG7- Capacity for analysis and synthesis, integrating information and knowledge from different functional areas and competitive environments to issue advisory reports on specific situations related to institutional communication and political marketing.			X	
CG8- Integrate concepts and tools to formulate value judgments on the basic theoretical foundations of political action			X	
CG9- Integrate concepts and tools to formulate value judgments on the fundamentals of leadership and public participation.			X	

SPECIFIC COMPETENCES	Weighting of competition			
	1	2	3	4
CE1- Integrate the theoretical foundations and strategies of institutional communication.				X
CE2- Integrate the theoretical foundations and strategies of political marketing.				X
CE3- Being able to recognize the value of an organization's mission-vision as a frame of reference for planning its communication and marketing strategy.			X	
CE4- Know the integrated method of auditing, analysis, planning, management and evaluation of a Communication and Marketing Plan				X
CE5- Have the ability to recognize and address ethical and social dilemmas in the field of institutional communication, which includes issues of professional ethics and application of social values in problem solving and selection of alternatives that influence the communication strategy of organizations.		X		
CE6- Have the ability to recognize and address ethical and social dilemmas in the field of political and electoral marketing, which includes issues of professional ethics and application of social values in problem solving and selection of alternatives that influence the marketing strategy of organizations policies.		X		



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LEARNING OUTCOMES	COMPETENCES
R-1 Know the foundations of Institutional Communication	B(7,9,10) G(1,2,3,4) E(1,5)
R-2 Know the fundamentals of Political Marketing	B(7,9,10) G(1,2,3,4) E(2,4,6)
R-3 Understand the importance of the organization's strategic vision and its corporate mission, as a frame of reference for planning and developing marketing and communication strategies.	B(6,8) G(2,3) E(3)
R-4 Analyze the methods of auditing, planning, management and evaluation of the Communication and Marketing Plan.	B(8,10) G(2,3,4) E(4)
R-5 Understand the role of communication as a strategic part of crisis management and prevention.	B(6,7,9) G(1,2,4) E(3,4,5,6)
R-6 Analyze the role of Corporate Social Responsibility and the definition of Corporate Culture in institutional and political contexts.	B(7,8) G(2,3) E(5,6)



PRESENTIAL WORK TRAINING ACTIVITIES

ACTIVITY	Teaching-Learning Methodology	Relationship with Learning Results of the subject	ECTS ¹
CLASS ATTENDANCE	Presentation of content by the teacher, analysis of competences, explanation and demonstration of abilities, skills and knowledge in the classroom.	R1, R2, R3, R4, R5, R6	3,2
SEMINAR AND SYNCHRONOUS VIRTUAL VIDEO CONFERENCE	Monographic sessions throughout the course, oriented to current aspects and applications of the subject.	R1, R2, R3, R4, R5,	0,8
Total			(4)

¹ The subject and / or matter is organized in PRESENTIAL WORK TRAINING ACTIVITIES and IN THE STUDENT'S SELF-EMPLOYED TRAINING ACTIVITIES, with an estimated percentage in ECTS. An adequate distribution is as follows: 20% for the Classroom Training Activities and 80% for the Autonomous Work, tutoring and evaluation (For a subject of 6 ECTS: 2 and 4 respectively).



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SELF-EMPLOYED TRAINING ACTIVITIES FOR STUDENTS

ACTIVITY	Teaching-Learning Methodology	Relationship with Learning Results of the subject	ECTS
INDIVIDUAL WORK	Student study: Individual preparation of readings, essays, problem solving and text analysis, seminars, papers, memories, etc. to expose or deliver in theory classes, practical classes and / or small group tutoring.	R1, R2, R3, R4, R5, R6	6
TUTORSHIPS	Personalized and small group attention. Instruction and / or orientation period carried out by a tutor with the aim of reviewing and discussing the materials and topics presented in classes, seminars, readings, work, etc.	R1, R2, R3, R4, R5, R6, R7	1
EVALUATION	Set of oral and / or written tests used in the initial, formative or additive evaluation of the student.	R1, R2, R3, R4, R5, R6,	1
Total			(8)



**ASSESSMENT SYSTEM FOR THE ACQUISITION OF COMPETENCES AND
GRADING SYSTEM**

Assessment instrument	EVALUATED LEARNING OUTCOMES	Percentage awarded
Carrying out theoretical / practical activities	R1,R2,R3,R4,R5,R6	10%
Final face-to-face exam	R1,R2,R3,R4,R5,R6	40%
Attendance and participation	R1,R2,R3,R4,R5,R6	10%
Carrying out objective tests in face-to-face sessions	R1,R2,R3,R4,R5,R6	10%
Participation in discussion forums	R1,R2,R3,R4,R5,R6	5%
Participation in synchronous communication activities	R1,R2,R3,R4,R5,	5%
Carrying out objective tests in telematic format	R1,R2,R3,R4,R5,R6	5%
Deliverable activities	R1,R2,R3,R4,R5,R6	15%
Criteria for granting Distinction: 1 for every 30 students or fraction of 30.		



DESCRIPTION OF CONTENTS	COMPETENCES
<p>1. Foundations of Institutional Communication:</p> <ul style="list-style-type: none">1.1. Communication in public and private institutions.1.2. Internal and external communication.1.3. Managing relations with the media.1.4. From the communication director to the political consultant: profile, functions and professional ethics. <p>2. Fundamentals of Political Marketing:</p> <ul style="list-style-type: none">2.1. Conceptual and practical approach.2.2. Social research methods applied to politics.2.3. The hypersegmentation of audiences.2.4. Anthropocentric Policy and Marketing 3.0.2.5. Media democracy. <p>3. Strategic vision and corporate mission: identity and corporate image.</p> <ul style="list-style-type: none">3.1. Organizational structure and strategic direction.3.2. Corporate image management models. <p>4. Strategic Communication and Marketing Planning in the context of the Organization's global strategic plan</p> <ul style="list-style-type: none">4.1 Image audit4.2 Integrated method of analysis, planning, management and evaluation of the Communication and Marketing Plan. <p>5. Crisis management: communication as a strategic part of crisis management.</p> <ul style="list-style-type: none">5.1 Management of crisis situations and prevention of potentially conflictive issues.5.2 Advantages of the proactive model versus the reactive one. <p>6. Social Responsibility and Corporate Culture. CSR and Corporate Culture management in institutional and political contexts.</p>	B (6,7,8,9,10) G (1,2,3,4) E (1,2,3,4,5,6)



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TEMPORARY LEARNING ORGANIZATION:		
	CONTENT BLOCK / TEACHING UNIT	NUMBER OF SESSIONS
1	1. Foundations of Institutional Communication: 1.1. Communication in public and private institutions. 1.2. Internal and external communication. 1.3. Managing relations with the media. 1.4. From the communication director to the political consultant: profile, functions and professional ethics.	4
2	2. Fundamentals of Political Marketing: 2.1. Conceptual and practical approach. 2.2. Social research methods applied to politics. 2.3. The hypersegmentation of audiences. 2.4. Anthropocentric Policy and Marketing 3.0. 2.5. Media democracy. Political neuromarketing	4
3	3. Strategic vision and corporate mission: identity and corporate image. 3.1. Organizational structure and strategic direction. 3.2. Corporate image management models.	4
	4. Strategic Communication and Marketing Planning in the context of the Organization's global strategic plan 4.1 The image audit 4.2 Integrated method of analysis, planning, management and evaluation of the Communication and Marketing Plan online and offline.	
5	5. Crisis management: communication as a strategic part of crisis management. 5.1 Management of crisis situations and prevention of potentially conflictive issues. 5.2 Advantages of the proactive model versus the reactive one.	2
6	6. Social Responsibility and Corporate Culture. CSR and Corporate Culture management in institutional and political contexts.	2