

# Curricular Unit Form

(Document waiting approval from Course Commission)

<b>Updated On</b>	2023/09/21																															
<b>Curricular Year / Period</b>	2023/24 / S1																															
<b>Course</b>	Journalism and Communication																															
<b>Curricular Unit</b>	Organisational Reputation																															
<b>Language(s) of Instruction</b>	Português																															
<b>ECTS/tempo de trabalho (horas)</b>	<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th rowspan="2">ECTS</th> <th rowspan="2">Total</th> <th colspan="9">Horas de contacto semestral</th> </tr> <tr> <th>T</th> <th>TP</th> <th>PL</th> <th>S</th> <th>TC</th> <th>E</th> <th>O</th> <th>OT</th> <th>EC</th> </tr> </thead> <tbody> <tr> <td>6</td> <td>150</td> <td></td> <td>60</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>15</td> </tr> </tbody> </table> <p style="font-size: small;">T - Theoretical; TP - Theoretical and practical; LP - Laboratory Practice; S - Seminar; TG - Tutorial guidance; FW - Fieldwork; T - Training; ; EC - Clinical teaching; O* - Other hours typified as Clinical Training under the Directive 77/453/EEC of June 27, adapted by Directive 2005/36/EC.</p>	ECTS	Total	Horas de contacto semestral									T	TP	PL	S	TC	E	O	OT	EC	6	150		60							15
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<b>Teacher in charge (GDPR consent)</b> <small>[complete name, email]</small>	Rosália Isabel Duarte Rodrigues / rosalia.rodrigues@ipportalegre.pt																															
<b>Prerequisites</b> <small>[Curricular Units that must precede and specific entry competences]</small>	Not applicable.																															
<b>Learning outcomes</b> <small>[Description of the overall and specific objectives] [Knowledge, skills and competences to be developed by students]</small>	<p>Organizational Reputation (RO) has been assuming an increasing importance in the current organizational context, mainly due to its impact on the success of organizations. The course aims to provide students with theoretical and practical knowledge about this area, and their professional management, aiming to function as a tool for the professional / academic life of students through theoretical reflection on the topic and other related ones, and a practical exploration of their challenges and the instruments needed to address them, as well as overcome the inherent difficulties. Students should acquire skills that enable them to:</p> <p>analyze the ethical foundations of the concept of organizational reputation and the dynamics of its emergence;</p> <p>identify the concept of Organizational Reputation, distinguishing it from contiguous concepts, placing it in the relevant disciplinary field and relating it to others in the area of public relations;</p> <p>identify the value of Organizational Reputation and the factors that influence it, as well as different ways of analyzing and evaluating it;</p> <p>understand the functioning of the Organizational Reputation's strategic management, its dynamics, tools and instruments, and the inherent construction and defense mechanisms, and relate it to that of corporate strategy;</p> <p>identify the ethical validity of the Organizational Reputation strategic management proposal;</p> <p>realize the importance of crisis communication in the context of Organizational Reputation.</p>																															
<b>Sustainable Development Goals</b>																																
<b>Syllabus</b>	<ol style="list-style-type: none"> <li>1. Theories and concepts of Organizational Reputation <ul style="list-style-type: none"> <li>- Concept and characteristics of Organizational Reputation</li> <li>- Corporate identity and image</li> <li>- Organizational Culture, Mission, Vision and Values</li> </ul> </li> <li>2. Factors influencing Organizational Reputation <ul style="list-style-type: none"> <li>- Key elements: Human, Physical, Psychosociological, Quality, Visual Identity</li> </ul> </li> <li>3. Analysis and evaluation of Organizational Reputation</li> <li>4. Reputation Management and Corporate Communication Strategy <ul style="list-style-type: none"> <li>- Integrated communication</li> <li>- Corporate reputation: from the inside out</li> <li>- The Emotionally Intelligent Organization</li> <li>- Sponsorship and Patronage</li> <li>- The Reputation of Organizations and the Media</li> </ul> </li> <li>5. Ethical contribution of the implementation of Reputation to the performance of organizations in society. <ul style="list-style-type: none"> <li>- Corporate Social Responsibility and its relationship with Organizational Reputation</li> </ul> </li> <li>6. Crisis Communication</li> </ol>																															

<p align="center"><b>Teaching methodologies (including assessment)</b></p> <p>[Specify the types of assessment and the weights and evaluation criteria]</p>	<p><b>1 - Teaching methodologies</b></p> <p>This course aims to provide active training, which includes moments of reflection and the development of critical thinking skills. Classes combine expository methodology and active methodology. Thus, after discussing with the students the objectives to be achieved, the syllabus and the forms of assessment, the sessions will take place with active participation, and with the use of different techniques (demonstrative, interrogative, expository and inductive), and with the use of various pedagogical means (supports). We will therefore privilege a journey from the general to the particular, critically analyzing the respective themes that will be exposed and making a permanent appeal to the debate. The operationalization of techniques involves practical work (individual or group), debates / discussion of ideas and group dynamics, encompassed in the thematic scope of the discipline. In the first part of the program, the expository methodology will be used to introduce the main concepts and theories in the area of Organizational Reputation. After the introduction to the topic is concluded, the classes will have a more active component, after the exposure of specific theories or work tools, these will then be tested and applied by the students in a practical and direct way.</p> <p><b>2 - Period assessment</b></p> <p>The assessment is continuous (also taking into account the participation and commitment of the students during the sessions) and mixed, it will be based on two types of assessment instruments: theoretical-practical work (20%) and a test (40%).</p> <p><b>3 - Examination assesement</b></p> <p>The evaluation to the course consists of a final theoretical exam with a weight of 100% in the final grade.</p>
<p align="center"><b>Bibliography</b></p>	<p><b>1 - Main Bibliography</b></p> <p>ARGENTI, P. (2014). Comunicação Empresarial: a construção da identidade, imagem e reputação. Rio de Janeiro: Elsevier.</p> <p>ARGENTI, P., e FORMAN, J. (2002), The Power of Corporate Communication. Crafting the Voice and Image of your Business. Nova Iorque, McGraw-Hill.</p> <p>Argenti, P. (2014). Comunicação Empresarial: a construção da Identidade, Imagem e Reputação. Rio de Janeiro: Elsevier.</p> <p>Argenti, P., e Forman, J. (2002), The Power of Corporate Communication. Crafting the Voice and Image of your Business. Nova Iorque: McGraw-Hill.</p> <p>Beirão, I. et al (2008). Manual de comunicação empresarial. Lisboa: Plátano Editora.</p> <p>Brown T., Dacin P., Pratt M., e Whetten, D. A. (2006), «Identity, intended image, construed image, and reputation: an interdisciplinary framework and suggested terminology», Journal of Academy of Marketing Science, vol. 34, n.º 2. pp. 99-106.</p> <p>Chun, R. (2005), «Corporate reputation: Meaning and measurement», International Journal of Management Reviews, 7, pp. 91-109.</p> <p>Chun, R., Da Silva, R., Davies, G., &amp; Roper, S. (2005). Corporate reputation and competitiveness. London: Routledge.</p> <p>Doorley, J., &amp; Garcia, H. F. (2011). Reputation management: The key to successful public relations and corporate communication. London: Routledge.</p> <p>Figueira, J. (Coord.). (2017) A Reputação das Organizações e os Media. Covilhã: Editora LabCom.IFP.</p> <p>Fombrun, C.; Van Riel, C. (2004). Fame and Fortune: How Successful Companies Build Winning Reputations. Upper Saddle River: Prentice Hall.</p> <p>Forman, J.; Argenti, P. (2005). How Corporate Communication Influences Strategy Implementation, Reputation and the Corporate Brand: An Exploratory Qualitative Study. Corporate Reputation Review, London, v. 8, n. 3.</p> <p>Goleman, D. (2018) Trabalhar com Inteligência Emocional. Lisboa: Círculo de Leitores.</p> <p>Mendes, A. (2013) "Reputação organizacional e Relações Públicas: contributos para o esclarecimento da hierarquia entre os conceitos." Comunicação Pública, vol. 8 nº13, pp.25-39. Disponível em: <a href="http://journals.openedition.org/cp/483">http://journals.openedition.org/cp/483</a>.</p> <p>Nassar, P. (2013) Comunicação Interna: A Força Das Empresas. São Paulo: Aberje Editorial.</p> <p>Prado, E. (2014) Imagem e reputação na era da transparência: as boas práticas de comunicação a serviço dos líderes. São Paulo: Aberje Editorial.</p> <p>Rabin, E. (2005). "Inside Out: Sustainability Communication Begins in the Workplace." Disponível em: <a href="http://www.greenbiz.com/news/2005/07/31/inside-out-sustainability-communication-begins-workplace">http://www.greenbiz.com/news/2005/07/31/inside-out-sustainability-communication-begins-workplace</a>.</p> <p>Serrano, E., Barreto, A. (org.) (2018). Comunicação Estratégica Institucional e Organizacional. Revista Media &amp; Jornalismo, Nº 33 Vol. 18, Nº 2 2018. Coimbra: Imprensa da Universidade de Coimbra.</p> <p>Van Riel, C. B., &amp; Fombrun, C. J. (2007). Essentials of corporate communication: Implementing practices for effective reputation management. London: Routledge.</p>

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	<p>Villafañe, J. (2004). La buena reputación: Claves del valor intangible de las empresas. Madrid: Ediciones Pirámide.</p> <p><b>2 - Complementary Bibliography</b></p>
<p><b>Special Situations</b> [Students with special status]</p>	<p><b>1 - Period assessment - Students with special status</b></p> <p><b>2 - Examination assessment - Students with special status</b></p>