

<b>Updated On</b>	2023/09/12																																
<b>Curricular Year / Period</b>	2023/24 / S2																																
<b>Course</b>	Journalism and Communication																																
<b>Curricular Unit</b>	Corporate and Institutional Communication																																
<b>Language(s) of Instruction</b>	Português Inglês																																
<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>5</td> <td></td> <td>0</td> <td>60</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>15</td> <td>0</td> </tr> </tbody> </table> <p>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	5		0	60	0	0	0	0	0	0	15	0
ECTS	Total			Horas de contacto semestral																													
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5		0	60	0	0	0	0	0	0	15	0																						
<b>Teacher in charge (GDPR consent)</b> <small>[complete name, email]</small>	Cláudia Liz De Castro Pacheco / cpacheco@ippportalegre.pt																																
<b>Prerequisites</b> <small>[Curricular Units that must precede and specific entry competences]</small>																																	
<b>Learning outcomes</b> <small>[Description of the overall and specific objectives] [Knowledge, skills and competences to be developed by students]</small>	<p>This curricular unit aims to be a privileged space for reflection on the growing importance of the area of corporate and institutional communication in contemporary society, as well as the interdependence relations between organizations and the surrounding environment, seeking to provide students with valid knowledge about this reality.</p> <p>On a theoretical level, students should also realize that businesses and organizations are increasingly aware of their role in the global community and of communication so that this role can be effectively fulfilled, either internally (relationships with employees ) and in establishing consistent and lasting relationships with the various external audiences, other organizations and the surrounding environment. In a more pragmatic dimension, students should develop some skills in the fields of development and implementation of communication strategies in any organization. The lectures seek to organize themselves in a constant articulation between the more theoretical aspects and the essential intervention tools of communication professionals.</p>																																
<b>Sustainable Development Goals</b>																																	
<b>Syllabus</b>	<p>I - Types of communication            II - Internal communication            III Communication with the outside world            IV- The global communication            V- Organizational and online communication              5.1. The Internet and Interactive Corporate Communication: The New Rules              5.2. Main ways of online communication                5.2.1. From Website to Social Networks</p>																																
<b>Teaching methodologies (including assessment)</b> <small>[Specify the types of assessment and the weights and evaluation criteria]</small>	<p><b>1 - Teaching methodologies</b></p> <p>The methodology is based on moments of theoretical presentation but mainly at moments of applied work of students, with increasing degree of diversity in terms of real situations, allowing them to gain experience and independence in the manipulation of learning objects. The evaluation will take into account the development of an individual work, with oral presentation.</p> <p><b>2 - Period assessment</b></p> <p><b>3 - Examination assessment</b></p>																																

<p><b>Bibliography</b></p>	<p><b>1 - Main Bibliography</b></p> <p>Cardoso, Gustavo; Spain, Rita; Araújo, Vera, (Orgs.) (2009). From Mass Communication to Network Communication, Porto Editora.</p> <p>Carvalho, José Ricardo and Telleira, Ana Serrano (eds), (2015), Mobile and digital communication: approaches to public and private. Labcom. Covilhã.</p> <p>Eiro-Gomes, M. Duarte, J. (2005). Que públicos para as Relações Públicas. Actas do III SOPCOM, VI LUSOCOM e II IBERICO - Volume II, 453-461.</p> <p>Neiva, F. (2018). Comunicação das Organizações: Um olhar sobre a importância da Comunicação interna. Media &amp; Jornalismo Coimbra University Press 33 (18), 60-113.</p> <p>RUÃO, T. (2008) A Comunicação Organizacional e os fenómenos de identidade: a aventura comunicativa da formação da Universidade do Minho, 1974-2006. (Tese de Doutoramento em Ciências da Comunicação). Universidade do Minho, Portugal.</p> <p>RUÃO, T.; NEVES, R.; ZILMAR, J. (2017) A Comunicação Organizacional sob a influência tecnológica: um paradigma que veio para ficar. In: RUÃO, T.; NEVES, R.; ZILMAR, J. (Eds.). A Comunicação Organizacional e os desafios tecnológicos: estudos sobre a influência tecnológica nos processos de comunicação nas organizações. Braga: CECS, p. 512.</p> <p><b>2 - Complementary Bibliography</b></p> <p>Kunsch, M. (2018). A comunicação estratégica nas organizações contemporâneas. Media &amp; Jornalismo Coimbra University Press 33 (18), 13-24.</p> <p>SILVA, S.; RUÃO, T.; GONÇALVES, G. (2016) A relevância das novas tecnologias na comunicação organizacional: o caso dos websites nas universidades portuguesas. Estudos em Comunicação, n. 23, p. 107137.</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>