



1. General information

Course: INSTITUTIONAL AND CORPORATE COMMUNICATION
Type: CORE COURSE
Degree: 377 - UNDERGRADUATE DEGREE PROGRAMME IN JOURNALISM
Center: 12 - FACULTY OF COMMUNICATION

Year: 3

Main language: Spanish

Use of additional
languages:

Web site: <http://blog.uclm.es/josemariaherranz/>

Code: 16326

ECTS credits: 6

Academic year: 2023-24

Group(s): 30

Duration: C2

Second language: English

English Friendly: Y

Bilingual: N

Lecturer: JOSE MARIA HERRANZ DE LA CASA - Group(s): 30

Building/Office	Department	Phone number	Email	Office hours
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Lecturer: MARÍA ESTHER PALENCIANO TORRECILLA - Group(s): 30

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2. Pre-Requisites

Not established

3. Justification in the curriculum, relation to other subjects and to the profession

Nowadays It is one of the most important professional opportunities as a press officer, corporate communicator, public relation or corporate communication officer. And has the responsibility to coordinate the communication plan in a company or an institution. It relates to all subjects in the area of journalistic production.

4. Degree competences achieved in this course

Course competences

Code	Description
E01	Capacity and ability to communicate in the language of each traditional communication media (press, photo, radio, television), and in their modern combined versions (multimedia) and new digital formats (Internet), using hypertext.
E02	Capacity and ability to fluently and effectively express and communicate both orally and in writing, by adequately using the most appropriate linguistic and literary resources to each communication medium.
E07	Capacity and ability to express reasoned ideas by using rhetoric and contributions from new argumentation theories, as well as communicative techniques applied to persuasion.
E18	Egalitarian awareness with regards to individuals and peoples, respect for international human rights, and knowledge of the great cultural or civilising trends related to individual and collective fundamental values.
G04	Ethical commitment and professional ethics.
G06	Apply and transmit journalistic knowledge in an understandable, professional and ethical manner to citizens.
G09	Develop the abilities required for Journalism and Communications in general, in order to pursue further postgraduate and professional retraining studies.
G11	Gain insight into the most relevant concepts, categories, theories and topics of the different subfields of Information & Communications research.

5. Objectives or Learning Outcomes

Course learning outcomes

Not established.

Additional outcomes

To learn to combine corporate and visual identity.

To differentiate all kind of institutions, concepts, spaces and actors where the communication process develops in the organizations.

To identify the main factors that influence the image and reputation of companies and institutions and how to manage these intangibles values.

To build an effective communication plan for a company, people or event.

To develop all kind of actions and tools to achieve the communication goals.

6. Units / Contents

Unit 1: Concepts and debate

Unit 1.1 Communication management. The origin of the organizational communication and corporate communication. Differences between Public Relations and Corporate Communication. From press office to DIRCOM.

Unit 2: Corporate communication dimensions

Unit 2.1 Analysis and dimensions of corporate communication. Everything communicates. Corporate identity. Corporate image. The Communication dimension. Areas of corporate communication. Analysis and management of communication according to our audiences.

Unit 3: Communication and strategy

Unit 3.1 Areas of corporate communication. Communication plan. Media relation. Internal communication. Crisis communication. Social Responsibility and Sustainable Development Goals

7. Activities, Units/Modules and Methodology

Training Activity	Methodology	Related Competences (only degrees before RD 822/2021)	ECTS	Hours	As	Com	Description
Class Attendance (theory) [ON-SITE]	Combination of methods	E01 E02 E07 G04 G11	1	25	N	-	
Computer room practice [ON-SITE]	Problem solving and exercises	E01 E02 E07 G04 G11	0.12	3	Y	N	
Field work [ON-SITE]	project-based learning	E07 G06 G09 G11	0.7	17.5	Y	N	
Study and Exam Preparation [OFF-SITE]	Self-study	E01 E02 E07 E18 G04 G06 G09 G11	2.6	65	N	-	
Analysis of articles and reviews [OFF-SITE]	Reading and Analysis of Reviews and Articles	E02 E07 G06 G11	1	25	Y	Y	
Project or Topic Presentations [ON-SITE]	project-based learning	E01 E02 E07 G04 G11	0.5	12.5	Y	Y	
Final test [ON-SITE]	Assessment tests	E07 G04	0.08	2	Y	Y	
Total:			6	150			
Total credits of in-class work: 2.4			Total class time hours: 60				
Total credits of out of class work: 3.6			Total hours of out of class work: 90				

As: Assessable training activity

Com: Training activity of compulsory overcoming (It will be essential to overcome both continuous and non-continuous assessment).

8. Evaluation criteria and Grading System

Evaluation System	Continuous assessment	Non-continuous evaluation*	Description
Final test	35.00%	0.00%	Final exam
Portfolio assessment	45.00%	20.00%	Exercises and practices
Test	10.00%	10.00%	News quiz to test the knowledge of the Week's Headlines
Test	10.00%	10.00%	Reading test
Assessment of problem solving and/or case studies	0.00%	30.00%	

Theoretical exam	0.00%	30.00%	
Total:	100.00%	100.00%	

According to art. 4 of the UCLM Student Evaluation Regulations, it must be provided to students who cannot regularly attend face-to-face training activities the passing of the subject, having the right (art. 12.2) to be globally graded, in 2 annual calls per subject, an ordinary and an extraordinary one (evaluating 100% of the competences).

Evaluation criteria for the final exam:

Continuous assessment:

The evaluation assumes that the final grade of the course is composed of three written tests with a validity of 35% (final test), 10% (actual test) and 10% (compulsory readings). On the other hand, there will be a 45% of the global participation of the student in the different practical parts of the course. This part will be evaluated taking into account the oral participation, the realization and presentation of the practicals within the established deadlines. Work 24 hours after the deadline proposed in class, readings, presentations and practices proposed in class will not be accepted.

The student must obtain a minimum of 4 points in each of the following parts: in the current events test, in the final test or in the portfolio in order to pass the course, otherwise he/she will have to carry out or present the corresponding work in the extraordinary call for evaluation.

The course consists of two exams: ordinary and extraordinary. In the ordinary call, the method of continuous evaluation is used and involves adding up all the percentages of the grade (class practices, current events test, reading test, group work, written tests) until the final test in May. Students who do not get at least a 4 in the group work, in the current affairs tests or in the final exam in May, will not pass the course and will have to take the extraordinary exam in June. In these cases, the final grade will be the average and if it is higher than 5, the student will have a grade of 4.9.

Written tests and practicals may be suspended for spelling mistakes according to the criteria of the Faculty of Communication. Plagiarized exercises, papers and practicals will be failed. In the written tests and practicals the student will be evaluated on:

1. All the theoretical material exposed and proposed by the professor in class.
2. The topics that appear in the program of the course.
3. The basic and complementary bibliography.
4. The recommended and compulsory reading books and articles.

Likewise, the works and exercises presented in class by the teacher and the students will be evaluable material of the written tests with the objective of demonstrating the student's knowledge, competences, learning results, readings, degree of assimilation, the rigor of his reasoning and his capacity of personal contribution.

Any student may change to the non-continuous evaluation modality as long as he/she has not participated during the period of classes in evaluable activities that together account for at least 50% of the total evaluation of the subject. If a student has reached this 50% of evaluable activities or if, in any case, the class period has ended, he/she will be considered in continuous evaluation without the possibility of changing the evaluation mode.

This planning may be adapted and undergo slight modifications in case any extraordinary measure related to the COVID-19 health pandemic is undertaken. However, even in an unforeseen scenario, we will try to maintain the evaluation percentages with the maximum fidelity to what is indicated in this guide.

Non-continuous evaluation:

The non-continuous evaluation will be through a final test where there will be a current events test (10%), a part of compulsory readings (10%), a part of theoretical aspects (30%) and finally a practical part (30%). In addition, The student will have to present, within the deadlines established by the teacher, all the compulsory assignments, which will be worth 20% of the final grade.

Specifications for the resit/retake exam:

In the extraordinary exam the student will be able to opt for a final exam on 100% of all the contents (theoretical and practical) or he/she will be able to opt for a final exam of 50% (with theory, practice, reading test and current events test) and the other 50% with the grade resulting from the weighted sum of the portfolio, as long as he/she reaches a 5. In case of not getting a 5 in the practical part, the student will have to take the 100% test (with theory, practice, reading test and current events test).

Specifications for the second resit / retake exam:

All students who opt for the special final exam must contact their professors before September 30th in order to make arrangements before the final exam.

9. Assignments, course calendar and important dates	
Not related to the syllabus/contents	
Hours	hours
Class Attendance (theory) [PRESENCIAL][Combination of methods]	8
Unit 1 (de 3): Concepts and debate	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Combination of methods]	6
Computer room practice [PRESENCIAL][Problem solving and exercises]	1
Field work [PRESENCIAL][project-based learning]	5
Study and Exam Preparation [AUTÓNOMA][Self-study]	20
Analysis of articles and reviews [AUTÓNOMA][Reading and Analysis of Reviews and Articles]	10
Project or Topic Presentations [PRESENCIAL][project-based learning]	5
Unit 2 (de 3): Corporate communication dimensions	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Combination of methods]	3
Computer room practice [PRESENCIAL][Problem solving and exercises]	1
Field work [PRESENCIAL][project-based learning]	10.5
Study and Exam Preparation [AUTÓNOMA][Self-study]	22
Analysis of articles and reviews [AUTÓNOMA][Reading and Analysis of Reviews and Articles]	8
Project or Topic Presentations [PRESENCIAL][project-based learning]	6
Unit 3 (de 3): Communication and strategy	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Combination of methods]	8
Computer room practice [PRESENCIAL][Problem solving and exercises]	1
Field work [PRESENCIAL][project-based learning]	2
Study and Exam Preparation [AUTÓNOMA][Self-study]	23
Analysis of articles and reviews [AUTÓNOMA][Reading and Analysis of Reviews and Articles]	7
Project or Topic Presentations [PRESENCIAL][project-based learning]	1.5
Final test [PRESENCIAL][Assessment tests]	2
Global activity	
Activities	hours
Analysis of articles and reviews [AUTÓNOMA][Reading and Analysis of Reviews and Articles]	25
Class Attendance (theory) [PRESENCIAL][Combination of methods]	25
Computer room practice [PRESENCIAL][Problem solving and exercises]	3
Field work [PRESENCIAL][project-based learning]	17.5
Study and Exam Preparation [AUTÓNOMA][Self-study]	65
Project or Topic Presentations [PRESENCIAL][project-based learning]	12.5
Final test [PRESENCIAL][Assessment tests]	2
Total horas: 150	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	City	ISBN	Year	Description
Bel Mallén, José Ignacio (coord.)	Comunicar para crear valor	Ediciones Universidad de Navarra	Barañáin		2004	
Berceruelo, Benito (coord.)	Nueva comunicación interna en la empresa	Estudio de Comunicación		978-84-697-0940-5	2014	
Bernays, Edward L.	Propaganda	Melusina		978-84-96614-42-0	2010	
Burgueño, José Manuel Castillo	Comunicación Institucional para periodistas	Editorial UOC	Barcelona	978-84-9064-205-4	2014	
				978-84-7074-		

Esparcia, Antonio	Comunicación de crisis 2.0	Fragua	666-6	2015
Herreros, Mariano	Periodismo empresarial e institucional	Comunicación social	9788415544081	2012
Costa, Joan	Comunicación corporativa y revolución de los servicios	Ediciones de las Ciencias Sociales	84-87510-34-5	1995
Costa, Joan	Dircom on-line. El master de Dirección de comunicación a distancia	Editorial Design		2004
Costa, Joan	Imagen corporativa en el siglo XXI	La Crujía ediciones	Buenos Aires	2001
Costa, Joan	El paradigma DirCom: el nuevo mapa del mundo de la comunica	Costa Punto Com Editor	978-84-606-8088-8	2015
DIRCOM	Manual de la comunicación	DIRCOM	Madrid	2013
De la Cuesta González, Marta y Sánchez Paunero, David	Responsabilidad social universitaria	Netbiblo	978-84-9745-423-0	2010
Fearn-Banks, Kathleen	Crisis communications: a casebook approach	Routledge	978-1-138-92374-4	2016
Fombrun, Charles J.	Reputation. Realizing value from the corporate image	Harvard Business School Press	Boston	1996
Fresno García, Miguel del	El consumidor social: reputación online y social media del	UOC	9788497885164	2012
Gutiérrez García, Elena y La Porte, Teresa	Tendencias emergentes en la comunicación de instituciones	Universidad Abierta de Cataluña	978-84-9029-751-3	2013
Herranz de la Casa, José María	La gestión de la comunicación como elemento generador de transparencia en las organizaciones no lucrativas			2007
	https://www.researchgate.net/publication/5004280_La_gestion_de_la_comunicacion_como_elemento_generador_de_transparencia_en_las_organizaciones_no_lucrativas			
Herranz de la Casa, José María y Marco Crespo, Elisa	Espectacularización del riesgo y cobertura mediática: Greenpeace y la central nuclear española de Garoña	Tirant lo Blanch	978-84-16349-71-5	2016
	https://www.researchgate.net/publication/305956294_Espectacularizacion_del_riesgo_y_cobertura_mediatca_Greenpeace_y_la_central_nuclear_espanola_de_Garona			
Herranz, José María, Manfredi, Juan Luis y Cabezueto, Francisco	Latest trends and initiatives in corporate social responsibility: A communicational analysis of successful cases of arts and culture in Spain			2015
	https://www.researchgate.net/publication/288871470_Latest_trends_and_initiatives_in_corporate_social_responsibility_A_communicational_analysis_of_successful_cases_of_arts_and_culture_in_Spain			
Laguna Platero, Antonio	Las claves del éxito político: ¿Por qué votan los ciudadanos?	Península	978-84-9942-070-7	2010
Losada Díaz, José Carlos	Gestión de la comunicación en las organizaciones	Ariel	Barcelona	2004
Marchis, Giorgio de	Organización y psicología en la comunicación interna	Fragua	978-84-7074-242-2	2007
Martín Martín, Fernando	Comunicación empresarial e institucional	Universitas	84-7991-186-7	2006
Mercado, María Teresa y Chávez, Manuel	La comunicación en situaciones de riesgo y crisis	Tirant lo Blanch	978-84-16349-71-5	2016
Moreno Castro, C.	Comunicar los riesgos: ciencia y tecnología en la sociedad	Biblioteca nueva	84-9742-926-5	2009
Ongallo, Carlos	Manual de comunicación: guía para gestionar el conocimiento, la información y las relaciones humanas en empresas y organizaciones	Dykinson	84-8155-633-5	2000
Pedler, Robin	Cómo tratar con Bruselas: El lobby en la Unión Europea	La Caixa	84-88099-70-3	2001
Ramos, Fernando	La Comunicación corporativa e institucional : de la imagen al protocolo	Universitas	84-7991-139-5	2002
Ritter, Michael A.	Cultura organizacional	La Crujía Dircom	978-987-601-058-0	2008
Saura, Pilar	La gestión y la comunicación de crisis en el sectorde alimentación y bebidas : el análisis del caso español: la referencia a Europa y a EE.UU: el modelo ideal preventivo C.I.C.L.E.	Universidad Pontificia de Comillas	978-84-8468-162-5	2005
Sotelo Enriquez, Carlos	Introducción a la Comunicación Institucional	Ariel Comunicación	Barcelona	2008
Túñez, Miguel	La gestión de la comunicación en las organizaciones	Comunicación Social	978-84-92860-93-7	2012
Van Riel, Cees B.M	Comunicación corporativa	Prentice Hall	Madrid	1999
Bernays, Edward L.	Cristalizando la opinión pública: un libro para, relaciones	Gestión 2000	84-8088-213-1	1997
Pérez González, Rafael Alberto	Estrategias de comunicación	Ariel	978-84-344-1308-5	2008
Losada Díaz, José Carlos	Comunicacion en la gestión de crisis: lecciones prácticas	Editorial UOC	978-84-9788-881-3	2010
Lippmann, Walter	La opinión pública	Cuadernos de Langre	84-932-381-3-9	2003
L'Etang, Jacquie	Relaciones públicas: conceptos, práctica y crítica	UOC	978-84-9788-824-0	2009
Xifra, Jordi	Comunicación proactiva: la gestión de conflictos potenciales	Gedisa	978-84-9784-320-1	2009
DIRCOM	La dirección de comunicaciones en las Administraciones Públicas	Instituto Nacional de Administración Pública	978-84-7351-271-8	2007
Matilla, Kathy	Los modelos de planificación estratégica en la teoría de las relaciones públicas	UOC	978-84-9788-517-1	2008
Xifra Heras, Jorge	Manual de relaciones públicas e institucionales	Tecnos	978-84-309-7213-5	2017
Timoteo Álvarez, Jesús	Los intangibles en el valor de las empresas: el negocio de Fausto	Díaz de Santos	978-84-9969-896-0	2014
Jiménez Soler, Ignacio	El efecto holograma: nada es lo que parece	Círculo	978-84-9050-283-9	2013
Zerfass, Ansgar	European communication monitor 2015: creating communication	European Association of Communication Directors	978-3-942263-34-4	2015
Ramírez, Txema	Formación de portavoces: los movimientos sociales ante la esfera pública	Bosch	84-9790-289-0	2007

Zapata Palacios, Lelia	Industria de la comunicación y economía digital: guía básica para el DIRCOM	UOC	978-84-9116-490-6	2016
Castro Galiana, Rodolfo	La comunicación del vino	Lucarno	978-84-697-7516-5	2017
Berceruelo, Benito	Nueva comunicación interna en la empresa	Estudio de Comunicación	978-84-697-0940-5	2014
Almenara Aloy, Jaume	Comunicación interna en la empresa	UOC	84-9788-159-1	2005
Capriotti, Paul	DircomMAP. Dirección Estratégica de Comunicación	Bidireccional	Barcelona 978-84-09-34082-8	2021
Aljure Saab, Andrés	El plan estratégico de comunicación: método y recomendaciones	UOC	978-84-9064-718-9	2015
Schwartz, Peter	Cuando las buenas compañías se portan mal	Granica	84-7577-789-9	2000
Barquero				
Cabrero, José Daniel	Manual de relaciones públicas, publicidad y comunicación	Gestión 2000	84-96426-06-8	2005
Losada Díaz, José Carlos	(No) crisis: la comunicación de crisis en un mundo conectad	UOC	978-8491801436	2018
Castillo				
Esparcia, Antonio	Lobby y comunicación: el lobbying como estrategia comunicativa	Comunicación Social	978-84-92860-23-4	2011
Lampreia, J. Martins	Lobby : ética, técnica y aplicación	Texto Editores	84-96500-67-5	2006
Perlado, Marta y Saavedra, Marta	Los estudios universitarios especializados en comunicación en España	UOC	978-84-9116-701-3	2017
Sanz de la Tajada, Luis Ángel	Integración de la identidad y la imagen de la empresa	Esic	84-7356-100-7	1994
Smith, Ronald D	Strategic planning for public relations	Routledge	978-1-138-28206-3	2017
Manfredi				
Sánchez, Juan Luis	Diplomacia corporativa: la nueva inteligencia directiva	UOC	978-84-9180-108-5	2018
Theaker, Alison	The public relations handbook	Routledge	978-1-138-89096-1	2016
Villafrañe, Justo	La comunicación empresarial y la gestión de los intangibles	Gedisa	978-84-9784-964-7	2015
Molina				
Cañabate, Juan Pedro	Comunicación corporativa: Guía de supervivencia	Grupo 5	978-84-946059-7-0	2017
Sanz de la Tajada, Luis Ángel	Auditoría de la imagen de empresa: métodos y técnicas de estudio de la imagen	Síntesis	978-84-7738-382-6	2008
Crespo, Ismael et al.	¿Estamos preparados? La gestión de la comunicación de crisis en la Administración Pública Española	Innap Investiga	Madrid	2017
Cuenca, Joan y Verazzi, Laura	Guía fundamental de la comunicación interna	UOC	978-84-9180-272-3	2018
Olcina, Mariola y Jiménez, Isidro	Manual de comunicación para la ciudadanía organizada	Ecologistas en Acción	978-84-946151-7-7	2017
García, José Sixto (1984-)	Gestión profesional de redes sociales: rutinas y estrategia	Comunicación Social, Ediciones y Publicaciones,	978-84-15544-99-9	2018
Canel, María José	La comunicación de la administración pública	Fondo de Cultura Económica de España,	978-84-375-0809-2	2018
Origgi, Gloria (1967-)	Reputation: what it is and why it matters	Princeton University Press	978-0-691-17535-5	2018
Diehl, S., Karmasin, M., Mueller, B., Terlutter, R. & Weder, F.	Handbook of integrated CSR communication	Springer	978-3-319-44698-1	2017
Gisela Gonçalves, Ana Duarte Melo, Evandro Oliveira (Eds.).	Strategic Communication for Non-Profit Organisations	Vernon Press	978-1-62273-197-8	2017
Burgueño, José Manuel (1965-)	Qué hacer cuando arde la red: gestión de crisis de comunica	Editorial UOC	978-84-9180-242-6	2018
Carmen Costa-Sánchez y Sandra Martínez Costa (eds.)	Comunicación corporativa audiovisual y online: innovación y tendencias	UOC	978-84-9180-187-0	2018
Matilla, Kathy (coord.)	Casos de estudio de relaciones públicas: sociedad conectada	Editorial UOC	978-84-9116-339-8	2016
Mercado-Sáez, María Teresa (ed.)	El debate energético en los medios	UOC	978-84-9180-032-3	2017
Cuenca, Joan y Verazzi, Laura	Comunicación interna total: estrategia, prácticas y casos	Editorial UOC	978-84-9180-682-0	2020
Matilla, Kathy (coord.)	Casos de estudio de relaciones públicas: espacios de diálogo e impacto mediático	UOC	978-84-9116-051-9	2016
Rubio, Rafael	La regulación de los grupos de interés en España. Madrid: Centro de Estudios políticos y constitucionales	Centro de Estudios políticos y constitucionales	Madrid	2019
Fernandez Gomez, Jorge David, Rubio-hermandez, María Del Mar, Pineda, Antonio	Branding cultural. Una teoría aplicada a las marcas y a la publicidad	UOC		2019
Coll, Patricia y Micó, Josep	Estrategias de publicidad y relaciones públicas en la era digital. Los casos de estudio de Wallapop, Westwing y Fotocasa	UOC		2018

Lluís Howard Nothhaft, Kelly Page Werder, Dejan Veržić, Ansgar Zerfass	Future Directions of Strategic Communication	Routledge			2019
Castelló, Enric	Comunicación y ser de la Organización	Tirant lo Blanch			2019
Linjuan, R. y Bowen, S. A.	Excellence in Internal Communication	Business Expert Press	New York		2016
Sriramesh, Krishnamurthy y Veržić, Dejan	The Global Public Relations Handbook. Theory, Research, and Practice.	Routledge	New York		2019
Cabanas, Custodia y Soriano, Asunción	Comunicar para transformar	IE Business Publishing			2014
Van Riel, Cees B.M. y Fombrun, Charles J.	Essentials of Corporate Communications	Routledge			2007
Bull, Andy	Brand Journalism	Routledge	New York		2013
Gómez, Ricardo	Comunicación y estrategia. Casos prácticos en gestión de la reputación	Pearson	Madrid		2017
De las Heras, Carlos; Ruiz, Isabel y Paniagua, Francisco	Gestión de la comunicación en instituciones	Pearson Educación	Madrid	978-1787268616	2018
Canel, María José; Piqueras, Paloma y Ortega, Gabriela (eds.)	La comunicación de la Administración pública: conceptos y casos prácticos de bienes intangibles	Innap Investiga	Madrid		2017
Oliveira, Evandro; Duarte, Ana y Gonçalves, Gisela	Strategic Communication for Non-Profit Organisations	Vernon Press			2017
Bolton, Roger; Stacks, Don W. y Mizrahi, Eliot	The new era of the CCO: the essential role of communication in a volatile world	Business Expert Press			2018
Villafañe, Justo	La buena reputación: claves del valor intangible de las empresas	Pirámide		84-368-1839-3	2004
Villafañe, Justo	Principios de teoría general de la imagen	Ediciones Pirámide	Madrid	84-368-1004-X	2000
Timoteo Álvarez, Jesús	Gestión del poder diluido: la construcción de la sociedad mediática, (1989-2004)	Pearson Educación		978-84-205-4231-7	2006
Timoteo Álvarez, Jesús	Manejo de la comunicación organizacional: espacios, herramientas y tendencias en gestión de negocios	Díaz de Santos		978-84-9969-447-4	2012
Almansa Martínez, Ana	Del gabinete de prensa al gabinete de comunicación: la dirección de comunicación en la actualidad	Comunicación Social		978-84-92860-90-6	2011
Alonso Pelegrín, Emiliano	El lobby en la Unión Europea: manual sobre el buen uso de Bruselas	Esic		84-7356-117-1	1995
Alonso, Henar	Diccionario básico de la comunicación: publicidad, marketing, creatividad y relaciones públicas: competencias profesionales e innovación docente en el EEES	CEU		978-84-15949-57-2	2014
Amado, Adriana	La prensa de la prensa. Periodismo y relaciones públicas en la información	Biblos		9789876915175	2016
Barquero Cabrero, José Daniel	Comunicación estratégica: relaciones públicas, publicidad y marketing	McGraw-Hill		84-481-9888-3	2005
Barquero Cabrero, José Daniel	Marketing relacional y comunicación para situaciones de crisis: qué hacer antes, durante y después, para proteger y salvar su empresa	Bresca Profit		978-84-92956-08-1	2010
Barquero Cabrero, José Daniel	Relaciones públicas estratégicas: cómo persuadir a su entorno para obtener credibilidad y confianza	Gestión 2000		978-84-96612-22-8	2006
Arrufat Martín, Sandro	Comunicar para generar valor y marca	Comunicación Social		978-84-17600-55-6	2021
Córdoba, Fernando de	Los secretos de las marcas una guía de branding para gente que no sabe que es el branding	Kailas		978-84-18345-41-8	2022
Verazzi, Laura	Comunicación interna de pandemia: casos y aprendizajes de una crisis sin precedentes	UOC		978-84-9180-921-0	2021
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