

COURSE DETAIL

CORPORATE COMMUNICATION AND IMAGE

Country

Spain

Host Institution

University of Alicante

Program(s)

University of Alicante

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication Business Administration

UCEAP Course Number

109

UCEAP Course Suffix**UCEAP Official Title**

CORPORATE COMMUNICATION AND IMAGE

UCEAP Transcript Title

CORP COMM & IMAGE

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course explores the strategic role of corporate communication and image in managing an organization's intangible assets. It discusses how elements like identity, culture, transparency, and reputation influence business success. The course emphasizes a holistic view of communication, both internal and external, and its impact on stakeholder relationships.

Language(s) of Instruction

Spanish

Host Institution Course Number

21531

Host Institution Course Title

COMUNICACIÓN E IMAGEN CORPORATIVA

Host Institution Course Details

<https://cvnet.cpd.ua.es/Guia-Docente/GuiaDocente/Index?wcodest=C156&wcodasi=215...>

Host Institution Campus

San Vicente del Raspeig

Host Institution Faculty

Faculty of Economics and Business Sciences

Host Institution Degree

Degree in Marketing

Host Institution Department

Department of Communication and Social Psychology

Course Last Reviewed

2025-2026

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