

# COURSE DETAIL

## INSTITUTIONAL COMMUNICATION AND PUBLIC IMAGE

**Country**

Spain

**Host Institution**

Complutense University of Madrid

**Program(s)**

Complutense University of Madrid

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Communication

**UCEAP Course Number**

133

**UCEAP Course Suffix****UCEAP Official Title**

INSTITUTIONAL COMMUNICATION AND PUBLIC IMAGE

**UCEAP Transcript Title**

INSTITUTIONAL COMM

**UCEAP Quarter Units**

5.00

**UCEAP Semester Units**

3.30

## Course Description

This course offers a study of the theoretical and practical foundations of communication systems in public and political institutions across their various areas of activity. It covers conceptual knowledge for the design, establishment, and management of institutional communication policies. Course modules include: concept and scope of institutional communication; strategy in the communication of public and political institutions; specific institutional communication programs; from strategy to practice-- case studies.

## Language(s) of Instruction

Spanish

## Host Institution Course Number

803695

## Host Institution Course Title

COMUNICACIÓN INSTITUCIONAL E IMAGEN PÚBLICA

## Host Institution Course Details

<https://www.ucm.es/estudios/grado-publicidadyrelacionespublicas-plan-803695>

## Host Institution Campus

MONCLOA

## Host Institution Faculty

Facultad de Ciencias de la Información

## Host Institution Degree

GRADO EN PUBLICIDAD Y RELACIONES PÚBLICAS

## Host Institution Department

Departamento de Teorías y Análisis de la Comunicación

## Course Last Reviewed

2025-2026

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