

MSc in Sustainability Management

Corporate Sustainability communication

Professors: Raquel
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Office hours: By
appointment **Course Type:**
Elective **Credits:** 3 ECTS
Term: Third

Course Description

Sustainability Communication will offer you the frameworks and tools to communicate, both internally and externally, the commitment your organization has towards sustainability. The subject will provide you with the basis for designing communication plans aligned with the business strategy, as well as the criteria for identifying crises or other issues related to corporate reputation.

In this regard, students will learn the essentials of how to deal with stakeholders, through selected channels, contents, and related actions, to properly express how the organization stands in terms of sustainability.

The course in the study plan

This elective course belongs to the subject of **Economic** Dimension of Sustainability of the study plan. It takes place in the **third** quarter of the course.

Objectives (learning outcomes) and competences

At the end of the course, students should:

- Learn the most significant frameworks for corporate communication that might be tied to conveying sustainability.
- Learn how to draw up communication plans (strategies and actions) to disseminate good practices in sustainability.
- Understand the channels and stakeholders to be contemplated, and to work

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on original communication proposals.

- Understand and foresee critical situations where corporate reputation might be at risk.

COURSE LEARNING PLAN

Methodology

The course comprises eight 3-hour sessions, which combine theory lecturing with general debates and applied discussions on chosen cases. Participants will also engage in presentations of reports or project assignments. Activities will require both individual and group work.

The course also involves a substantial amount of autonomous work outside the classroom, combining readings that will help you to gain a deeper understanding of the material covered in the class.

Hours devoted by the student (according to ECTS) 75

Evaluation criteria

Three elements concur in the final mark:

- **Final activity (40%):** The final project is used to assess the individual level of knowledge and understanding of each student. It will consist of making a communication plan or strategy that allows the student to suggest and develop communication solutions for an organization. The coherence of the parts will be considered. This item counts for 50% of the final mark. The minimum grade to pass the final project is 5.
- **In-class activities (40%):** During the lessons, at least two projects will be devised and presented by individuals or small groups to apply the lessons learned and the topics developed.
- **Class attendance and active participation (20%):** Attendance in every session is expected and recorded by means of an attendance sheet. It is your responsibility to comply with this measure. Class attendance is compulsory and will be reflected in your final grades; punctuality is a must. Note that unexcused absences reduce your score on the "attendance and participation" element of your final grade.

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Other evaluation criteria to take into consideration:

Retake

Students who fail the course during regular evaluation will be allowed ONE re-take of the examination/evaluation. Students that pass any Retake exam should get a 5 by default as a final grade for the course. If the course is also failed after the retake, students will have to register again for the course the following year.

No-show

In case of a justified no-show to an exam, the student must inform the corresponding faculty member and the director(s) of the program so that they study the possibility of rescheduling the exam (one possibility being during the “Retake” period). In the meantime, the student will get an “incomplete”, which will be replaced by the actual grade after the final exam is taken. The “incomplete” will not be reflected on the student’s Academic Transcript.

Plagiarism

Plagiarism is to use someone else’s work and to present it as one’s own without acknowledging the sources properly. All essays, reports or projects handed in by a student must be original work completed by the student. By enrolling at any UPF BSM Master of Science and signing the “Honor Code,” students acknowledge that they understand the schools’ policy on plagiarism and certify that all course assignments will be their own work, except where indicated by correct referencing. Failing to do so may result in automatic expulsion from the program.

Reading Materials/ Bibliography/Resources

No textbook is required for this course. All the required material will be provided through each lesson, so that it is fully findable on the e-campus.