

Course unit title: ORGANIZATION REPUTATION MANAGEMENT AND COMPETITIVENESS

Course unit code: 1-08

Type of course unit: compulsory

Level of course unit: second cycle

Year of study: 1st

Number of ECTS credits allocated: 6 ECTS

Name of lecturer:

Objectives

This module aims to deepen the understanding of management objectives and marketing concept from the perspective of the company as a brand, image management and impact on organizational competitiveness. The course aims to frame the evolution of strategic thinking of image and reputation management, public relations and the concept of organizational reputation.

Learning outcomes of the course unit

1. Analyze the perception in the mind of a consumer organization, which results from the accumulation of contacts maintained by the same;
2. Analyze the importance to the company's reputation in a context of lack or limitation of information;
3. Analyze the ability to create added value for the company's proper management of reputation;
4. Analyze the importance of using reputation management as a strategic tool, because of its strong connection to the competitiveness of the organization.

Mode of delivery: face-to-face

Prerequisites and co-requisites: none

Recommended optional programme components: none

Course contents

Concept of Organizational Competitiveness; Evolution of Strategic Thinking; Importance of Reputation Management as a Strategic Tool; The Paradigm of Reputation: The Concept of Chain Reputation; Concepts of Organizational Identity and Image; Measuring Instruments of Organizational Reputation; Defense of Organizational Reputation; Change Management Organizational Reputation.

Recommended Reading

Davies, G., Vinhas da Silva, R., Chun, R. & Roper, S. (2002): Corporate Reputation and Competitiveness, Routledge

Balmer, J. M. T. & Greyser, S. A. (2003): Revealing the Corporation: Perspectives on Identity, Image, Reputation and Corporate Branding, Routledge

Dowling, G. (2002): Creating Corporate Reputations: Identity, Image and Performance, Oxford University Press

Schultz, M., Hatch, M. J. & Larsen, M. H. (2000): The Expressive Organization: Linking Identity, Reputation, and the Corporate Brand, Oxford University Press

Fombrun, C. J. (1995): Reputation: Realizing Value from the Corporate Image, Harvard Business School Press

Planned learning activities and teaching methods: Theoretical-practical lessons

Language of instruction: Portuguese - English