

# Universidad Autónoma de Coahuila

## IDENTITY AND CORPORATE IMAGE



# Introducción a la Materia

## ASSIGNMENT INTRODUCTION

Identity and corporate image play a crucial role in shaping the perception and reputation of organizations in the public eye. In today's competitive business landscape, maintaining a strong and positive identity is essential for establishing trust, building relationships, and attracting stakeholders. Public Relations (PR) is a strategic communication discipline that plays a significant role in shaping and managing the identity and corporate image of an organization. This article aims to provide a comprehensive overview of the relationship between identity, corporate image, and PR, highlighting the importance of PR in establishing and maintaining a favorable public perception.

**Defining Identity and Corporate Image:** Identity refers to the unique characteristics, values, and beliefs that define an organization's essence and differentiate it from others. It encompasses the organization's mission, vision, culture, and core values. On the other hand, corporate image relates to how an organization is perceived by its stakeholders, including customers, employees, investors, and the general public. It is shaped by various factors, such as the organization's actions, communication strategies, and overall reputation.

### **The Role of Public Relations in Identity and Corporate Image:**

- 1. Strategic Communication:** PR professionals develop and execute communication strategies to effectively convey the organization's identity to its target audiences. They craft compelling messages and use various channels, such as media relations, social media, and events, to disseminate information and shape public perception.
- 2. Reputation Management:** PR practitioners play a crucial role in managing and protecting the organization's reputation. They monitor public sentiment, identify potential risks or issues, and develop proactive strategies to address them. By effectively managing crises and maintaining transparency, PR helps safeguard the organization's image and mitigate negative impacts.
- 3. Stakeholder Engagement:** PR professionals engage with key stakeholders, including customers, employees, investors, and the community, to foster positive relationships and enhance the organization's reputation. They organize events, community initiatives, and CSR programs to demonstrate the organization's commitment to its stakeholders and build trust.

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4. **Branding and Positioning:** PR contributes to the development and maintenance of a strong brand identity. PR professionals work closely with marketing teams to create consistent messaging, visual elements, and brand experiences that align with the organization's values and resonate with its target audience. This helps establish a distinct and recognizable corporate image.
5. **Thought Leadership:** PR practitioners position organizational leaders as industry experts and thought leaders through thought-provoking content, media engagements, and speaking opportunities. This positions the organization as a trusted authority in its field, enhancing its corporate image and credibility.

Identity and corporate image are critical assets for any organization, and PR plays a significant role in shaping and managing these aspects. Through strategic communication, reputation management, stakeholder engagement, branding, and thought leadership, PR professionals help organizations establish a positive and authentic identity, build a favorable corporate image, and maintain strong relationships with stakeholders. By understanding the importance of PR in shaping identity and corporate image, students can gain valuable insights into the strategic role of PR in today's business environment.

## **OBJECTIVE OF THE SUBJECT**

At the end of this course, the student will be able to apply the techniques of the Public Relations, with the possibility of creating, maintaining, developing and projecting a favorable personal and organizational image, which allows it to sustain its activities and Promote product and/or service.

## **THEMATIC CONTENT**

### **Unit 1: Introduction to corporate identity**

The concept of corporate identity

Corporate identity elements

Developing and managing Corporate Identity

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Key points for creating a Strong Corporate Image

Communication and Corporate Image

The importance of Image in Corporate Identity

The Corporate Identity in Mexico

Case of Study “Dunkin’ Donuts”

Case of Study 2: Airbnb Rebranding

## **Unit 2 Public Realtions**

Introduction to Public Relations

History of PR

The Concept of Public Relations

Public Relations in Mexico

The Key Components of Public Relations

Case of Study “Tylenol”

## **Unit 3 Types of Public Realtions**

Relations with Shareholders, Investors, and Funding Organizations

Relations with Customers

Public Relations with Suppliers

Public Relations with the Government

Relations with the Community and Mass Media Communication

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## Unit 4 Trends in identity and corporate image

Trends in identity and corporate image

Authenticity

Personalization

Visual Simplicity

Sustainability

## GENERAL EVALUACIÓN

To report your final grade obtained from the sum of each unit's value, you must have compulsorily complied with the completion or submission of the following:

- Complete the activities presented for each unit and the homework uploaded into the platform, in a timely manner.
- Final Project (described ahead).
- Answer the final evaluation of knowledge.
- Minimum grade for approval: 70.

### Cause for Extraordinary Evaluation

- If the student does not achieve the minimum grade for approval, they will have the opportunity for an Extraordinary Evaluation that includes:
  - A project.
  - A test.

### Repeating the course

- Once the student has presented their extraordinary evaluation and the grade obtained is not the minimum for approval, they will have to repeat it one more time, and it will appear as "Recursado".

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REMEMBER THAT THE MINIMUM GRADE FOR APPROVAL IS 70

EVALUATION	VALUE
UNIT I	20
UNIT II	20
UNIT III	20
UNIT IV	20
FINAL PROJECT	10
FINAL EVALUATION OF KNOWLEDGE	10
<b>TOTAL</b>	<b>100</b>

## **FINAL PROJECT**

**Case of Study: Tesla's Corporate Image**

**Instructions:** Read carefully the Case mentioned above "Tesla's Corporate Image"

Case of study: Tesla's Corporate Image

Tesla is a well-known electric vehicle and clean energy company founded in 2003 by Elon Musk. The company's corporate image and identity have played a significant role in its success. Tesla has positioned itself as an environmentally conscious and innovative company that is leading the way towards a sustainable future.

One of the key factors contributing to Tesla's corporate image is its focus on sustainability. The company's electric vehicles produce zero emissions, and Tesla is committed to using sustainable materials and energy sources in its operations. Tesla has also invested in clean energy solutions like solar panels and battery storage systems, further emphasizing its commitment to sustainability.

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Tesla's marketing and branding efforts also contribute to its corporate image. The company has cultivated a sleek and futuristic image, positioning itself as a leader in innovation and technology. Tesla's brand messaging emphasizes its commitment to sustainability and its vision for a better, cleaner future.

In addition, Tesla's CEO Elon Musk plays a significant role in the company's corporate image. Musk is a well-known figure in the tech and innovation world, and his personal brand has become closely associated with Tesla. Musk's social media presence and public statements often reflect Tesla's corporate values and messaging, further reinforcing the company's identity and image.

Overall, Tesla's corporate image has been instrumental in its success. The company's focus on sustainability, innovative branding, and association with Elon Musk has helped to position it as a leader in the clean energy and electric vehicle industries.

**Instructions:** After you carefully read the Case mentioned above "Tesla's Corporate Image" answer the following questions, choosing the best answer according to the following questions:

1. In what year was Tesla founded?

- A. 2003
- B. 2008
- C. 2012

2. Who is the CEO of Tesla?

- A. Jeff Bezos
- B. Elon Musk
- C. Tim Cook

3. What is the name of Tesla's flagship electric car?

- A. Model X
- B. Model Y
- C. Model S

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4. In what year did Tesla go public?

- A. 2010
- B. 2012
- C. 2014

5. What is the name of Tesla's semi-autonomous driving system?

- A. Autopilot
- B. Cruise Control
- C. Lane Departure Warning

## RECOMMENDED REFERENCES

1. Ríos Szalay Jorge “Relaciones Públicas” su administración en las organizaciones.

Ed. Trillas

2. Mercado H. Salvador “Relaciones Públicas”. Ed. PAC, S.A. de C.V.

3. Capriotti Paul; La imagen de la empresa. El ateneo Barcelona.

4. Black Sam, ABC de las Relaciones Públicas. Ediciones Gestión.

5. Página WEB. WEB general.

## WORKFLOW

It is important for you to follow the instructions reading carefully every one of them. If you can't comprehend or is difficult for you to understand any instruction, you can contact your facilitator so they can help you with your doubts. You will use the Virtual Platform to learn and practice English, also, links to other web pages and exercises to do on your own and send them to the Homework section.

In every Unit you will find the following elements:

- Thematic Content: Presentation and analysis of contents and theory.
- Practice for every subject in the Unit.



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- Activities in which you will apply the knowledge acquired. These activities will be evaluated and they will add a percentage to your final grade.

Note: Remember that before starting this module you must read the General guidelines and introduction. There you will find the evaluation criteria and all the elements of the module:

- Presentation.
- Welcome.
- Introduction.
- General competence of the module.
- Topics and subtopics.
- General evaluation criteria.
- Percentages for the general evaluation.
- Final project.
- Recommended references.
- Work flow.
- References.