

63064 - Strategic communication management

Syllabus Information

Academic year: 2024/25

Subject: 63064 - Strategic communication management

Faculty / School: 103 - Facultad de Filosofía y Letras

Degree: 565 - Master's in Digital Information and Communication Consulting

ECTS: 6.0

Year: 1

Semester: First semester

Subject type: Compulsory

Module:

1. General information

This subject is part of the subject "Corporate Communication". It offers advanced knowledge on the fundamentals, purpose and implementation of strategic communication plans. Objectives: to know and understand strategic communication; to identify and apply successful models for the design and planning of a digital corporate communication system; to develop and implement a strategic communication plan; to establish the objectives, indicators and procedure for the assessment of the communication plan.

These approaches and goals are aligned with the following Sustainable Development Goals: Quality Education (SDG 4); Gender Equality (SDG 5); Reducing Inequalities (SDG 10); Sustainable Cities and Communities (SDG 11); Peace, Justice and Strong Institutions (SDG 16); Partnerships to Achieve the Goals (SDG 17).

2. Learning results

1. To analyse the digital strategic communication management situation in an organization.
2. To plan the development of quality digital communication consulting projects, document and present them.
3. To implement a digital corporate communication management plan in any type of organization.
4. To assess the achievement of the objectives of a digital communication consulting project.
5. To collaborate in the design of an organization's communication and transparency policy.
6. To lead work teams that perform digital communication consulting.

3. Syllabus

1. Strategic communication areas.
2. Planning and assessment of the digital communication consulting process.
3. Creation and execution of the communication plan: situation, objectives, audiences, messages, channels, calendar and budget.

4. Academic activities

Theoretical classes; practical classes; personal work and study; tests or assessment activities. More information on this issue will be provided on the first day of class.

5. Assessment system

First call:

-Delivery of an academic work consisting in a portfolio with exercises and practical activities on the contents of the subject. Assessment criteria: quality of the contents, correct use of the tools, variety and adequacy of the information resources used, organization and presentation, precision in the use of terminology and expository clarity. Value: 60% of the grade.

- Completion of a 60-minute written exercise on the contents of the subject. Assessment criteria: adequacy and relevance of the answers, thoroughness in the development, ability to analyse and summarise, precision in the use of terminology and expository clarity. Value: 40 % of the grade.

The written exercise will be done in person and the work will be delivered through the digital teaching platform on the date shown in the calendar of exams of the Faculty of Philosophy and Letters.

On the first day of the subject, a recommended timetable for the completion of the portfolio will be presented in addition to that of the lectures, adapted to blended learning in order to facilitate the acquisition of competencies.

Second call:

Identical to the global assessment test of the first call.

6. Sustainable Development Goals

- 4 - Quality Education
- 11 - Sustainable Cities and Communities
- 16 - Peace, Justice and Strong Institutions