

63069 - Content, community and social media management

Syllabus Information

Academic year: 2024/25

Subject: 63069 - Content, community and social media 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: Second semester

Subject type: Optional

Module:

1. General information

This subject is part of the subject "Corporate Communication". Its purpose is to know how to plan and use technological tools in the management and communication of digital information to the outside world. Objectives: to identify and assess the contributions of this type of management to the strategic communication of an organization; to have the necessary criteria to select and implement the most appropriate technologies linked to a communication plan; to implement and direct the use of these technologies within a strategic 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 select the most appropriate technologies for the management of digital communication.
2. To acquire new knowledge that will allow them to generate new ideas and solutions for their application in the management and implementation of digital corporate communication systems projects.

3. Syllabus

1. Corporate websites and blogs.
2. Virtual communities and social networks.
3. Photography, audio and video platforms.
4. Digital identity.

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 the planning of an organizational intelligence system. 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 exercise on academic work. 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 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 complementary work will be presented, 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