

1. BASIC DETAILS

Course	Communication Management
Degree	Bachelor's Degree in Advertising
School/Faculty	Social and Communication Sciences
Year	3º
ECTS	6 ECTS
Type	Optional
Language(s)	Spanish
Delivery Mode	On campus
Semester	2nd semester

2. INTRODUCTION

The Communication Management subject aims to provide students with an in-depth understanding of the planning, management and assessment of communication strategies in the field of advertising. Through this course, students will develop skills to lead working groups and manage both efficient and coherent communication projects.

This subject will cover themes such as corporate image management, creation and development of advertising campaigns, media planning and assessment of results. Furthermore, current trends in the field of communication and their impact on the advertising strategy will be analysed.

Practical learning will be encouraged by means of case studies and real projects, in which students will have the chance to apply the theoretical knowledge acquired in class. Teamwork, creativity and innovation will also be promoted, which are key aspects in the advertising world.

At the end of the subject, students will be capable of effectively steering and managing advertising communication projects, they will know the tools required to assess outcomes and have a critical and up-to-date view of trends in the field of communication.

3. SKILLS AND LEARNING OUTCOMES

Key skills (CB, by their acronym in Spanish):

CB2 - Students can apply their knowledge to their work or vocation in a professional manner and possess the skills which are usually evident through the forming and defending of opinions and resolving problems within their study area

CB3 - Students have the ability to gather and interpret relevant data (usually within their study area) to form opinions which include reflecting on relevant social, scientific or ethical matters

CB4 - Students can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences

CB5 - Students have developed the learning skills necessary to undertake further study in a much more independent manner

Transversal skills (CT, by their acronym in Spanish):

CT2 - Independent learning: Skillset for choosing strategies to search, analyse, evaluate and manage information from different sources, as well as to independently learn and put into practice what has been learnt

CT3 - Teamwork: Ability to integrate and collaborate actively with other people, areas and/or organizations to reach common goals.

CT4 - Written/spoken communication: Ability to communicate and gather information, ideas, opinions and viewpoints to understand and be able to act, spoken through words or gestures or written through words and/or graphic elements

CT5 - Analysis and problem-solving: Be able to critically assess information, break down complex situations, identify patterns and consider different alternatives, approaches and perspectives in order to find the best solutions and effective negotiations

CT7 - Leadership: Be able to direct, motivate and guide others by identifying their skills and abilities, in order to effectively manage their development and common interests

CT9 - Global mindset: Be able to show interest in and understand other customs and cultures, be aware of your own biases and work effectively as part of a global community.

Specific skills (CE, by their acronym in Spanish):

CE04 - Ability to develop effective communications and activities for corporate and institutional audiences, combining consumer knowledge and large-scale analysis to make it possible to build and maintain the strong reputation and value of institutions, companies and bodies.

CE05 - Ability to use necessary planning tools to foresee the challenges of organisations, companies and institutions around the world, responding to unexpected crises, integration processes and business decisions required to adapt to changes in global markets.

CE11 - Ability to develop the communication skills needed to present advertising campaigns

CE15 - Ability to produce creative solutions to new consumer needs

Learning outcomes (RA, by their acronym in Spanish):

- RA1: Analyse the role of strategic communication in companies, organisations and institutions.
Identify communication problems of organisations and suggest actions to solve them.
Generate strategic communication plans for organisations.
- RA2: Analyse the role of the communication department in organisations.
- RA3: Know and manage the special features and roles of communication consultancies.

Skills	Learning outcomes
CB5, CT9, CE15	RA1
CB5, CT9, CE15	RA2
CB5, CT9, CE15	RA3

4. CONTENTS

- Evolution of corporate communication.
- Communication departments and consultancies.
- Communication with stakeholders (employees, customers, institutions, public administrations, investors, means of communication, etc.).
- Management and planning of strategic communication in companies and institutions.

5. TEACHING/LEARNING METHODS

ON CAMPUS STUDY MODE

- Lecture/online conference
- Case studies
- Collaborative learning
- Problem-based learning

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

On-campus:

Learning activity	Number of hours
Lectures	24
Asynchronous lectures	6
Case study analysis	15
Problem-solving	15
Oral presentations	15
Drawing up reports and written work	15
Group tutorials	10
Independent working	50
TOTAL	150

7. ASSESSMENT

The assessment methods, plus their weighting in the final grade for the course, are as follows:

On-campus:

Assessment system	Weighting
On-campus knowledge tests	40.0
Oral presentations	10.0
Reports and written work	10.0
Case study/problem scenario	20.0
Performance observation	20.0

On the Virtual Campus, when you open the course, you can see all the details of your assessment activities and the deadlines and assessment procedures for each activity.

8. BIBLIOGRAPHY

The work of reference for follow-up of the course is:

The recommended bibliography is indicated below:

- Argenti, P. A., & Barnes, C. M. (2019). Comunicación empresarial. McGraw-Hill Interamericana.
- Botero, C. A. (2015). Dirección de comunicación empresarial e institucional. Pearson Educación.
- Cuenca, R., & Ruiz, A. (2019). Comunicación y liderazgo: Claves de la comunicación persuasiva. Editorial UOC.
- Cutlip, S. M., Center, A. H., & Broom, G. M. (2013). Relaciones públicas: Estrategias y tácticas. Pearson.
- David, F. R. (2013). Conceptos de administración estratégica. Pearson Educación.
- De la Torre, J. C., & Pastrana, M. C. (2017). Comunicación corporativa: Estrategias, técnicas y casos prácticos. Editorial UOC.
- Esteban, J. (2016). Comunicación y planificación estratégica: Fundamentos, modelos y procesos. ESIC Editorial.
- Flores, E. (2017). La dirección de comunicación en la empresa: Claves para la gestión estratégica de la comunicación. ESIC Editorial.
- Grunig, J. E., & Hunt, T. (2017). Dirección de relaciones públicas: Teoría y práctica. Trillas.
- Ries, A., & Ries, L. (2017). La caída de la publicidad y el auge de las relaciones públicas. Empresa Activa.