

1. BASIC DETAILS

Course	Live Communication (Event Organisation)
Degree	Bachelor's Degree in Advertising
School/Faculty	School of Social Sciences and Communication
Year	YEAR 4
ECTS	3 ECTS
Type	Optional
Language(s)	Spanish
Delivery Mode	On campus
Semester	S7

2. INTRODUCTION

Live Communication (Event Organisation) is an optional subject, with an academic load of 3 ECTS, which is part of the Specialisation in Strategy courses, in the last year of the Bachelor's Degree in Advertising.

3. SKILLS AND LEARNING OUTCOMES

Once the subject has been successfully completed, students must have acquired the following key, transversal and specific skills from the course. In turn, once finished, the student is expected to have learned and made in progress in some specific 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):

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.

CT6. Adapting to change: Be able to accept, consider and integrate different perspectives, adapting your own approach as required by the situation at hand, and to work effectively in ambiguous situations.

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.

CE06. Ability to understand and use planning and organisation techniques for any type of event or sponsorship, as well as the role of each of the actors involved and their specific function.

CE08. Ability to understand the relevant aspects of the advertising strategy and of the intrinsic value provided by brands.

CE14. Ability to recognise the role played by new technology in global society and the way in which advertising is used to reach the consumer.

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

- Carry out and set business and institutional events in motion.
- Implement the development plan of an event in an organised way, prioritizing and giving value to each of the tasks.
- Know the organisation of a protocol department, managing the work of each of its management areas in a collaborative way.
- Apply goal-oriented planning processes, define goals to be reached and implement the appropriate actions to effectively achieve these.
- Work in a collaborative way, in multidisciplinary groups, managing the scopes in this field.

4. CONTENTS

The themes and topics taught and worked on in class and during the course will be developed based on the following content:

- Techniques and processes required to create, carry out and implement business and institutional events.
- Implementation strategy for institutional and business ceremonies at both a national and international level. Enforcement of rules and uses of protocol.
- Structure, organisation and management of a protocol department.
- Planning of events as a goal-oriented communication tool.
- Research of the cultural implementation field of the event.

5. TEACHING/LEARNING METHODS

The following teaching/learning methods will be used in class to achieve the learning outcomes and acquire the expected skills:

- Lecture.
- 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:

Learning activity	Number of hours
Lectures	24 h.
Asynchronous lectures	4 h.
Case study analysis	6 h.
Problem-solving	6 h.
Oral presentations	6 h.
Drawing up reports and written work	12 h.
Independent working	17 h.

7. ASSESSMENT

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

Assessment system	Weighting
On-campus knowledge tests	40%
Oral presentations	10%
Reports and written work	20%
Case study/problem scenario	20%
Performance observation	10%

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 works of reference for follow-up of the course are:

- De la Serna, M. (2017). Guía de organización de congresos, eventos feriales y exposiciones. Síntesis.
- Lafuente, J. (2003). Protocolo empresarial: Una estrategia de marketing. ESIC Editorial.
- Real Decreto 2099/1983 por el que se aprueba el Ordenamiento General de Precedencias en el Estado. Boletín Oficial del Estado, de 4 de agosto de 1983.
- Sánchez, D. (2016). Técnicas de organización de eventos. Síntesis.
- Jiménez, M., & Panizo, J. (2017). Eventos y protocolo: La gestión estratégica de actos corporativos e institucionales. Editorial UOC.

It is recommended that the student consult or bear in mind the bibliographical references below:

- Casal, O. (2016). Manual de comunicación escrita en ceremonial y protocolo. Síntesis.

- Pradana, F. (2023). Comunicación institucional de la diplomacia pública: Los gabinetes de comunicación en las embajadas de España en el exterior. Aula Magna McGraw-Hill.
- Pulido, M. (2016). Manual de organización de actos oficiales y empresariales. Síntesis.
- Sánchez, D., & Gómez, M. (2015). Historia del ceremonial y del protocolo. Síntesis.