COURSE DESCRIPTION

COURSE/SUBJECT: STRATEGIC COMMUNICATION
YEAR 4 | SEMESTRAL COURSE
SEMESTER: 1st
DEGREE: ADVERTISING AND PUBLIC RELATIONS
MODALITY: ON-CAMPUS
ACADEMIC YEAR 2017/2018
FACULTY OF HUMANITIES AND COMMUNICATION SCIENCES
1. COURSE/SUBJECT IDENTIFICATION

1.- COURSE/SUBJECT:

| Name: Integrated Communication |
| Code: d401 o402 |
| Year (s) course is taught: 4th |
| Semester (s) when the course is taught: 1st |
| Type: Compulsory Subject |
| ECTS of the course: 6 |
| Hours ECTS: 30 |
| Language: English |
| Modality: On-campus |
| Degree (s) in which the course is taught: Advertising and Public Relations |
| School which the course is taught: Humanities and Communication Sciences |

2.- ORGANIZATION OF THE COURSE:

Department: Audiovisual Communication and Advertising
Area of knowledge: Audiovisual Communication and Advertising

2. LECTURERS OF THE COURSE/SUBJECT

1.-LECTURERS:

<table>
<thead>
<tr>
<th>Responsible of the Course</th>
<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name: Mónica Viñarás Abad</td>
<td></td>
</tr>
<tr>
<td>Phone (ext): 91 456 42 00 Ext. 4251</td>
<td></td>
</tr>
<tr>
<td>Email: <a href="mailto:monica.vinarasabade@ceu.es">monica.vinarasabade@ceu.es</a></td>
<td></td>
</tr>
<tr>
<td>Office: 12</td>
<td></td>
</tr>
<tr>
<td>Teaching and Research profile: PhD by Complutense University, Information Sciences. Associate Professor. 1 six year period of recognised research by ANECA.</td>
<td></td>
</tr>
<tr>
<td>Research Lines: Public relations. CSR. Corporate communication.</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Lecturer(s)</th>
<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name: Ricardo Ruiz de la Serna</td>
<td></td>
</tr>
<tr>
<td>Phone (ext): 91 456 42 00</td>
<td></td>
</tr>
<tr>
<td>Email: <a href="mailto:rrserna.fhm@ceu.es">rrserna.fhm@ceu.es</a></td>
<td></td>
</tr>
<tr>
<td>Office: 4</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturer(s)</th>
<th>CONTACT</th>
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</thead>
<tbody>
<tr>
<td>Name: Marina Martín Valor</td>
<td></td>
</tr>
<tr>
<td>Email: <a href="mailto:marina.martinvalor@ceu.es">marina.martinvalor@ceu.es</a></td>
<td></td>
</tr>
</tbody>
</table>

2.- TUTORIALS:
For any queries students can contact lecturers by e-mail, phone or visiting their office during the teacher’s tutorial times published on the students’ Virtual Campus.

3. COURSE DESCRIPTION

The subject deals with the strategic planning of communication in all its applications. Special emphasis is placed on the foundations of social psychology as a basis for influence. By its application, it gathers knowledge and competences of the specific subjects of the degree that imply a strategic vision: Communication and Marketing, Corporate Communication, Corporate and Institutional Communication, etc.

4. COMPETENCIES

1.- COMPETENCIES

<table>
<thead>
<tr>
<th>Code</th>
<th>Basic and General Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>BS1</td>
<td>Students should have demonstrated that they have gained knowledge of and understand an area of study that starts from the base of general secondary education, and is usually seen as a level that, even though based on advanced text books, it also includes certain aspects that imply knowledge deriving from the vanguard of their field of study.</td>
</tr>
<tr>
<td>BS2</td>
<td>Students should know how to apply their knowledge to their work or vocation in a professional manner and should have the skills that are usually demonstrated by compiling and defending arguments and resolving problems within their area of study.</td>
</tr>
<tr>
<td>BS3</td>
<td>Students should have the capacity to collect and interpret relevant data (normally within their area of study) to give opinions that include reflection on relevant topics of a social, scientific or ethical nature.</td>
</tr>
<tr>
<td>BS4</td>
<td>Students should be capable of transmitting information, ideas, problems and solutions to both a specialist and non-specialist public.</td>
</tr>
<tr>
<td>BS5</td>
<td>Students should have developed the learning skills necessary to be able to undertake subsequent studies with a high level of autonomy.</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Code</th>
<th>Specific Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>SC43</td>
<td>Capacity to strategically solve communication problems.</td>
</tr>
<tr>
<td>SC44</td>
<td>How to analyze contemporary communication trends.</td>
</tr>
<tr>
<td>SC45</td>
<td>Initiating, developing and executing a communication strategy.</td>
</tr>
<tr>
<td>SC46</td>
<td>How to reflect critically on one’s own practice.</td>
</tr>
<tr>
<td>SC47</td>
<td>Acquiring a proactive attitude.</td>
</tr>
</tbody>
</table>

2.- LEARNING OUTCOMES:

<table>
<thead>
<tr>
<th>Code</th>
<th>Learning outcomes</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>1.- Know and know how to plan and execute communication strategies and public relations</td>
</tr>
<tr>
<td></td>
<td>2.- Understand the strategic role of the media in the advertising process and communication and its relationship with advertising.</td>
</tr>
<tr>
<td></td>
<td>3.- Know how to think strategically, to promote the capacity and ability to carry out projects</td>
</tr>
</tbody>
</table>
with a strategic vision to develop a critical capacity to analyse the role of communication in companies, institutions and NGOs.

4.- Understand the behaviour of the consumer and the process of decision making and its relevance in the management of strategic communication

5. LEARNING ACTIVITIES

1.- DISTRIBUTION OF STUDENTS’ ASSIGNMENT:

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>On-campus hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA2</td>
<td>SEM - Seminar</td>
<td>45</td>
</tr>
<tr>
<td>LA3</td>
<td>TL - Workshop</td>
<td>15</td>
</tr>
<tr>
<td>TOTAL</td>
<td>Presence Hours</td>
<td>60</td>
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2.- DESCRIPTION OF LEARNING ACTIVITIES:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Definition</th>
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</thead>
<tbody>
<tr>
<td>LA2 Seminar</td>
<td>Educational activity that strengthens the participation of students in the reasoned interpretation of the knowledge and the sources of the area of study. It is aimed preferably at the skill of applying knowledge (skill 2 MECES), and the capacity to collect, interpret and give opinion on relevant data and information (skill 3 MECES). It is representative of areas or activities of a mixed profile, theoretical and practical.</td>
</tr>
<tr>
<td>LA3 Workshop</td>
<td>Educational activity aimed preferably at the acquisition of skills for the transmission of knowledge (skill 4 MECES) and representative of areas of a more methodological nature. It prepares students for written and oral communication and the transmission of knowledge.</td>
</tr>
<tr>
<td>LA7 Self-Student Work</td>
<td>Educational activity in which students independently manage their own learning by virtue of study of educational material.</td>
</tr>
</tbody>
</table>

6. ASSESSMENT OF LEARNING

1.- CLASS ATTENDANCE:

- In order to be eligible for examination by continuous assessment students must attend at least 75% of scheduled class time (attendance sheets will be used). As students may be absent 25% of the classes, no attenuating circumstances will be accepted for absences.
- 90% attendance to practical classes is required.
- Attendance to conferences organized by the Faculty, specific to the degree or linked to a subject, are considered of great interest for the training of students and the acquisition of skills. Therefore, accredited assistance to these activities may be recognized by the
2.- ASSESSMENT SYSTEM AND CRITERIA:

<table>
<thead>
<tr>
<th>ORDINARY EXAMINATION (continuous assessment)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Code</td>
<td>Name</td>
</tr>
<tr>
<td>AS2</td>
<td>EX – Written Exam¹</td>
</tr>
<tr>
<td>AS4</td>
<td>PR – Assessment of Practical Activities and Simulations</td>
</tr>
<tr>
<td>AS5</td>
<td>TR – Assessment of Papers and Projects</td>
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</table>

<table>
<thead>
<tr>
<th>RE-TAKE EXAM EXTRAORDINARY EXAMINATION</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Code</td>
<td>Name</td>
</tr>
<tr>
<td>AS2</td>
<td>EX – Written Exam</td>
</tr>
</tbody>
</table>

3.- DESCRIPTION OF ASSESSMENT CRITERIA:

<table>
<thead>
<tr>
<th>Assessment criteria</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS2 Written Exam</td>
<td>Tests, short-question and essay-question exams, exercises, case studies and analysis of legal matters.</td>
</tr>
<tr>
<td>AS4 Assessment of Practical Activities and Simulations</td>
<td></td>
</tr>
<tr>
<td>AS5 Assessment of Papers and Projects</td>
<td>Reviews, research projects, reports, opinion articles…</td>
</tr>
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</table>

7. COURSE PROGRAMME

1.- COURSE PROGRAMME:

THEORETICAL PROGRAM:

UNIT 1. INTRODUCTION. STRATEGIC COMMUNICATION IN ORGANIZATIONS
- Agents. Functions and disciplines. Process
- Strategic thinking and strategic planning

UNIT 2. PSYCHOLOGY APPLIED TO STRATEGIC COMMUNICATION
- Theories and fundamentals. Communication Models
- Persuasive communication and decision making of the individual
- Advances in neuroscience.

UNIT 3. INTERNAL FACTORS IN THE DECISION-MAKING I

¹ It is essential to obtain a 5 to pass the subject.
Course Description / Academic year 2017-2018

- Personality
- Motivation and needs
- Perception
- Learning

UNIT 4. INTERNAL FACTORS IN DECISION-MAKING II
- The actitudes
- Strategies of persuasive communication for the change of attitudes

UNIT 5. EXTERNAL FACTORS IN MAKING DECISIONS
- Reference groups
- Leadership of opinion. The endorsement

UNIT 6. COMPANY AND STRATEGY
- Concept. History. Applications
- Strategic planning in communication.

UNIT 7. STRATEGIC PLANNING IN COMMUNICATION
- Goals
- Strategies and tactics
- Public in the strategy
- Plans and programs

PRACTICE PROGRAM:
Practices. The internship will be specified in the Student Portal.
Work-seminar. It will also be mandatory in the internship program to carry out a team research work.

8. RECOMMENDED READING

1.- ESSENTIAL BIBLIOGRAPHY:

<table>
<thead>
<tr>
<th>Author</th>
<th>Title</th>
<th>Publisher</th>
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2.- ADDITIONAL BIBLIOGRAPHY:

<table>
<thead>
<tr>
<th>Author</th>
<th>Title</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIRCOM (2017)</td>
<td>Libro de casos Dircom-IE Comunicación y estrategia. Casos prácticos en gestión</td>
<td></td>
</tr>
</tbody>
</table>
• Gallardo-Gallardo, Eva, María Consol TORREGUITART MIRADA, Joan TORRES TOMÁS.
• ¿Qué es y cómo gestionar el crowdfunding? Barcelona: UOC, 2015.
• Levinson, Jay Conrand: Marketing de guerrilla: Cómo liberar todo el potencial de su empresa, Deusto, 1999.
• Peter Brondmo, Hans: Las reglas del marketing directo: Como usar el e-mail para interesar y dialogar con el cliente, Deusto, 2002.
• Rodríguez, Santiago: Creatividad en marketing directo, Deusto Ediciones, 2009.
• Solano Santos, Luis Felipe: Patrocinio y mecenas, Fragua, 2008.
• Torrents, Raimond: Eventos de empresa: el poder de comunicar en vivo, Deusto, 2005.

3.- WEB RESOURCES:
www.aeacp.es (Asociación Española de Agencias de Comunicación y Publicidad)
www.aedemo.es (Asociación Española de Estudios de Marketing)
www.aimc.es (Asociación de Investigación de Medios de Comunicación)
www.anuncios.es (Revista de actualidad del sector)
http://www.corporateexcellence.org/
9. ATTITUDE IN THE CLASSROOM

1.- REGULATIONS

Any irregular act of academic integrity (no reference to cited sources, plagiarism of work or inappropriate use of prohibited information during examinations) or signing the attendance sheet for fellow students not present in class will result in the student not being eligible for continuous assessment and possibly being penalized according to the University regulations.