
Introduction to Communication Management

Instructor: Lluís Mas Manchón

Hours: Monday, 14:00-17:00

Course description

Communication management is defined as the systematic planning and execution of the flow of information, image and reputation in an organization. Deliberate messages are transmitted through the most appropriate media and for the designated target audience at the right time to contribute to the desired short, mid and long-term effects.

Communication is a pivotal activity for private companies, public administrations and NGOs. In this context there is a growing need to train professionals and researchers in the field. By the end of this course, students will have a global vision of the role communication plays in society and how it can help improving public and private organizations.

To reach these goals the course will be based on theory sessions, readings, hands-on exercises and case studies. The case studies will be presented by a diversity of professionals currently working in the sector.

This compulsory course belongs to the subject of Fundamentals of Communication Management of the curriculum. It takes place in the first term of the academic year.

ECTS Credits

4 ECTS Credits

Specific competences

At the end of the course, the student will be able to...

- To understand the concept of communication and other terms related.
- To understand the characteristics of communication as a societal process.
- To understand the characteristics of communication as a professional field.
- To understand the main tools and common strategies of communication.

Learning outcomes

At the end of the course, the student...

- Will have acquired the basic notion of communication: key concepts and main constructs involved.
- Will be ready to identify tools and strategies in a communication campaign.
- Will have acquired the basic notions of what a communication department is, its main functions and responsibilities.

Sustainable development goals

- Quality education.
- Gender equality.
- Decent work and economic growth.
- Responsible production and consumption.

Content

1. Communication. Concepts and theories
2. Communication in society. Culture and meaning
3. Persuasive communication
4. Communication in Organizations
5. Advertising, Public Relations and other communication techniques
6. Communication and audiences
7. New marketing approaches
8. Creativity and Ethics in communication
9. New trends in professional communication

Method of presentation

The course dynamics combines different teaching styles: lectures, case studies, readings, debates, and presentations. Every session will start with a lecture exploring some theoretical issues related to each topic. Nevertheless, the lectures will also introduce real cases to discuss and to exemplify the central concepts presented. Some compulsory short readings to debate in class will help to identify the main key learnings.

Hours of dedication (including classroom hours and student work): 100.

Course assessment

Assessment of this module consists of three different elements:

a) *Weekly assignments*: Students are expected to come to class prepared to discuss the readings. Students will share the responsibility of dealing with the course readings, as well as questions posed by the instructor in class. This first mark will evaluate the student's active participation in the course lectures and debates about the assigned readings.

b) *Course assignment*: This is an assignment to be developed individually. The aim is to analyze a new trend in professional communication, describe it and provide and comment examples.

c) *A final exam*. About the main concepts, ideas and theories explained in class.

- › Weekly assignments: 20%
- › Course assignment (New Trends in Communication): 20%
- › Final exam: 60%

Plagiarism

All written work submitted in this course is to be expressed in your own words. Text copied from a book, a website, another student's paper, your own previous work or any other source is not acceptable if not clearly quoted.

In any individual or group assignment or presentation, you must indicate the sources of all borrowed texts, ideas or facts that go beyond common knowledge. Using third-party sources without being duly attributed would be considered plagiarism, be it intentional or not. For quoting sources you must always use the recommendations of the APA style.

Any work written, developed, created, or inspired by artificial intelligence (AI) is considered plagiarism and will not be accepted, unless otherwise instructed.

Penalties for plagiarism may range from a failing grade on the assignment with no make-up opportunity, to a failing overall grade in the course and notification to the BSM Dean.

Late Assignments

If you are unable to turn in an assignment on time because of a documented illness or family tragedy, you will not be penalized for turning in work late, provided you present your written excuse within one week of returning to class. If you must turn in work late for other reasons, 2 points will be deducted from the grade on the assignment for each day (each weekday, not class day) that it is turned in late.

The first late day begins right after the assignment's deadline, unless another time is designated. Thus, if an assignment's deadline is at 19:00h, a student submitting his/her assignment at 19:01 will lose 2 points. This policy applies to all assignments, including the research proposal. As per the syllabus, I will not accept any assignments emailed to me. You can always upload an assignment after the due date, and I will mark it late as appropriate.

Course schedule

Weeks	Content of the class	Practical activities
Week 1 September, 30	Welcome Session. Introduction to the course	Personal presentation. Survey
Week 2 October, 7	Communication. Concepts, theories, culture, meaning, and society	Reading & Debate. Professional presentation
Week 3 October, 14	Persuasive Communication	Reading & Debate. Professional presentation
Week 4 October, 21	Communication in Organizations	Reading & Debate. Professional presentation
Week 5 October, 28	Advertising, PR and other Communication Techniques	Reading & Debate. Professional presentation
Week 6 November, 4	Communication and audiences	Reading & Debate. Professional presentation
Week 7 November, 11	New Marketing approaches	Reading & Debate. Professional presentation
Week 8 November, 18	Creativity and Ethics in Communication	Reading & Debate. Professional presentation

Week 9 November, 25	New Trends in Professional Communication	Students' presentation
Week 10 December, 2	New Trends in Professional Communication	Students' presentation
December, 9	EXAM	

Readings

Compulsory readings

Holtzhausen, Derina et al. (2021). *Principles of Strategic Communication*. Routledge, New York.

A list of short weekly readings (academic papers, professional reports) provided by the supervisor and accessible via eCampus.

Complementary readings

Baumeister, Roy F. (2005). *The Cultural Animal. Human Nature, Meaning, and Social Life*. Oxford University Press: United Kingdom.

Cornelissen, Joep (2020). *Corporate Communication. A Guide to Theory & Practice*. London, Sage.

Gass, Robert H. & Seiter, John S. (2018). *Persuasion. Social Influence and Compliance Gaining* (6a. ed.). Routledge: New York.

Goldberg, E. (2018). *Creativity: The Human Brain in the Age of Innovation*. Oxford University Press: United Kingdom.

Juska, J.M. (2021). *Integrated Marketing Communication. Advertising and Promotion in a Digital World*. New York: Routledge.

Kotler, P., Kartajaya, H. & Setiawan, I. (2017). *Marketing 4.0. Moving from Traditional to Digital*. Wiley: New Jersey.

Percy, L. & Rosenbaum-Elliott, R. (2021). *Strategic Advertising Management*. Oxford University Press: United Kingdom.

Snyder, Wally (2017). *Ethics in Advertising*. Routledge, New York.