
Communication Planning and Project Management

Instructor: Mònika Jiménez-Morales

Course description

The purpose of this module is to prepare the students to effectively apply strategic and creative communications skills. The main goal is to develop an awareness of the strategic nature of Corporate Communications, understood as a managerial function inside organizations. Students will also develop core strategic communication skills as planning, leadership, project management, writing and oral presentation.

The course will focus on Strategic planning and project management skills and will discuss the relationship that strategic communication has with Public Relations, Marketing, Advertising, and Human Resources departments.

The course in the study plan

*This **elective** course belongs to the subject of **Corporate Communication** of the study plan. It takes place in the first quarter of the course, in parallel to other courses that are complementary to Communication Planning and Project Management.*

ECTS Credits

4 ECTS

Specific competences

Students will achieve the following competences:

- To understand the main principles of Strategic Communication
- To learn how to think strategically and brainstorm.
- To identify the roles and functions of Strategic Communication professionals.
- To Know how to plan and strategically manage communication plans.
- To develop the capability of identifying procedures and steps on the development of a communication plan: briefing, research, strategy, creation and evaluation.

Master of Arts in Communication Management

- To develop the capability of understanding the client's demands.

Learning outcomes

The following learning outcomes will be developed according to the following SDGs: quality education; gender equality; decent work and economic growth; responsible production and consumption.

The students will

- Acquire an extensive knowledge of Communication Planning
- Know how to develop the acquired knowledge in order to plan, design, execute and evaluate a communication project
- Critically examine and evaluate communication plans.

Content

1. Introduction:

- The need for Strategic Communication.
- Strategic Corporate Communication versus Tactic Corporate Communication.

2. Strategic Communication: conceptualization and definitions

3. The Strategic Communication System

- Corporations and Institutions
- Communication agencies and Communication in-house department.
- Publics and audiences.

4. Communication planning

Research:

- Understanding the importance of research in the strategic communication process. Methods and techniques.

Strategy:

- Understanding the role of strategic communication

Action:

- Implementing the communication plan

Evaluation:

- Measuring the different elements of the communication process.

5. Project management

- Project-driven organizations versus non-project driven organizations
- Project problem solving
- The management of conflicts
- Scheduling

Course Learning Plan**Method of presentation**

The teaching methodology of this module will be:

- About 90 minutes lectures in classroom per session.
Presentation of the main theoretical concepts and contents.
- Debates and class discussions
- Workshops and activities to put in practice topics related to the contents
- Tutorials
- Presentations in class.

Hours of dedication (between classroom and student work): 100h

Course assessment

Continuous evaluation will be carried out through activities that the student must solve during the semester. The continuous evaluation consists of class participation, individual assignment, and group activity.

1. **Group** Communication Plan (40% of the final grade) + Presentation (10% of the final grade)
2. **Individual assignment:** Analysis of a case study (40% of the final grade)

3. **Attendance and Participation in class discussion** (10% of the final grade)

Late Assignments

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.

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. Any work written, developed, created, or inspired by artificial intelligence (AI) is considered plagiarism and will not be accepted, unless otherwise instructed. For quoting sources you must always use the recommendations of the APA style. **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.

Course schedule

Wee k	Date	Content
1	26.09.24	Introduction <ul style="list-style-type: none">• The need for Strategic Communication.• Strategic Corporate Communication versus Tactic Corporate Communication.
2	03.10.24	Strategic Communication: <ul style="list-style-type: none">• Conceptualization and definitions
3	10.10.24	The Strategic Communication System <ul style="list-style-type: none">• Corporations and Institutions• Communication agencies and Communication in-house department.• Publics and audiences..

4	17.10.24	Communication planning I Research: <ul style="list-style-type: none"> ▪ The importance of research in the strategic communication process. Methods and techniques. <ul style="list-style-type: none"> • Analyzing the situation. • Analyzing the organization. • Analyzing the publics (public, market, audience and stakeholders).
5	24.10.24	Strategic Planning and Project Management. Case Study. <ul style="list-style-type: none"> • Project-driven organizations versus non-project driven organizations • Project problem solving • Scheduling • Budgeting
6	31.10.24	Visit to Sant Pau Hospital Art Nouveau Site (https://www.santpaubarcelona.org/en) Mercè Beltran, Communications Director
7	07.11.24	Communication planning II Strategy: <ul style="list-style-type: none"> • Identification of the different elements of a communication plan:

8	14.11.24	Communication planning III Action: Implementation of the communication plan Understanding the role of an effective communication: Media and targets.
9	21.11.24	Communication planning VI Evaluation: ▪ Measuring the different elements of the communication process.
10	28.11.24	Presentations
11	28.11.24	Presentations

Required reading

Kerzner, H., & Kerzner, H. R. (2017). *Project management: a system approach to planning, scheduling, and controlling*. John Wiley & Sons

Plowman, K. D., & Wilson, C. (2018). Strategy and tactics in strategic communication: Examining their intersection with social media use. *International Journal of Strategic Communication*, 12(2), 125-144

Smith, R. D. (2021). *Strategic planning for public relations (6th Edition)*. Routledge.

Recommended reading

Austin, E. W. & Pinkleton B.E (2006). *Strategic public relations management: Planning and managing effective communication programs*. Routledge,

Borchers, N. S., & Enke, N. (2021). Managing strategic influencer communication: A systematic overview on emerging planning, organization, and controlling routines. *Public Relations Review*, 47(3), 102041.

Coombs, W. T. (2021). Ongoing crisis communication: Planning, managing, and responding. Sage Publications.

Falkheimer, J.& Heide, M. (2023). Strategic Communication. An Introduction to Theory and Global Practice. Routledge.

Mahoney, J. (2023). Strategic Communication Campaign Planning. Routledge

Heagney, J. (2022). Fundamentals of project management.

Meredith, J. R., & Mantel Jr, S. J. (2011). Project management: a managerial approach. John Wiley & Sons.

Wilcox, D. H., Cameron, G. T., & Reber, B. H. (2014). Public relations: Strategies and tactics, Pearson, Boston.