

63072 - Events organization and protocol

Syllabus Information

Academic year: 2024/25

Subject: 63072 - Events organization and protocol

Faculty / School: 103 - Facultad de Filosofía y Letras

Degree: 565 - Master's in Digital Information and Communication Consulting

ECTS: 6.0

Year: 1

Semester: Second semester

Subject type: Optional

Module:

1. General information

This subject is part of the subject "Corporate Communication". Its purpose is to present the ways and techniques that a corporate communications office uses to send information to the outside world through the organization of events and how their impact is analysed. Objectives: to know and understand event design and organization techniques, and how to adapt these to a digital environment; to integrate these techniques into a strategic communication management plan; to assess the impact of events.

These approaches and goals are aligned with the following Sustainable Development Goals: Quality Education (SDG 4); Gender Equality (SDG 5); Reducing Inequalities (SDG 10); Sustainable Cities and Communities (SDG 11); Peace, Justice and Strong Institutions (SDG 16); Partnerships to Achieve the Goals (SDG 17).

2. Learning results

1. To apply innovative methodologies to solve complex corporate communication situations.
2. To select the most appropriate technologies for the management of digital communication.
3. To collaborate in the design of an organization's communication and transparency policy.
4. To acquire new knowledge that will enable the students to generate new ideas and solutions for their application in the management and implementation of digital corporate communication systems projects.

3. Syllabus

1. Organization of events through digital media.
2. Protocol for events.
3. Protocol for events. Practical application.
4. The practical planning of an event. The program and the material means.
5. Typology of events I and II. The congress and the promotional event
6. Communication and image consulting for events.

4. Academic activities

Theoretical classes; practical classes; personal work and study; tests or assessment activities. More information on this issue will be provided on the first day of class.

5. Assessment system

First call:

-Delivery of an academic work consisting in a portfolio with exercises and practical activities on the contents of the subject. Assessment criteria: quality of the contents, correct use of the tools, variety and adequacy of the information resources used, organization and presentation, precision in the use of terminology and expository clarity. Value: 60% of the grade.

- Completion of a 60-minute written exercise on the contents of the portfolio. Assessment criteria: adequacy and relevance of the answers, thoroughness in the development, ability to analyse and summarise, precision in the use of terminology and expository clarity. Value: 40 % of the grade.

The written exercise will be done in person and the work will be delivered through the digital teaching platform on the date shown in the calendar of exams of the Faculty of Philosophy and Letters.

On the first day of the subject, a recommended timetable will be presented for the completion of an additional portfolio, different from the one for the lectures. This schedule will be adapted to blended learning in order to facilitate the acquisition of competences.

Second call:

Identical to the global assessment test of the first call.

6. Sustainable Development Goals

4 - Quality Education

11 - Sustainable Cities and Communities

16 - Peace, Justice and Strong Institutions