

63064 - Strategic communication management

Información del Plan Docente

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| Academic Year | 2016/17 |
| Academic center | 103 - Facultad de Filosofía y Letras |
| Degree | 565 - Master's in Digital Information and Communication Consulting |
| ECTS | 6.0 |
| Course | 1 |
| Period | First semester |
| Subject Type | Compulsory |
| Module | --- |

1.Basic info

1.1.Recommendations to take this course

1.2.Activities and key dates for the course

2.Initiation

2.1.Learning outcomes that define the subject

2.2.Introduction

3.Context and competences

3.1.Goals

3.2.Context and meaning of the subject in the degree

3.3.Competences

3.4.Importance of learning outcomes

4.Evaluation

5.Activities and resources

5.1.General methodological presentation

See "Learning activities " and "Syllabus".

More information will be provided on the first day of class.

5.2.Learning activities

- Theoretical lectures.
- Practical lectures.

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- Individual work.
- Personal study.
- Assessment activities.

5.3.Program

1. Areas of strategic communication.
2. Planning and assessment of the consulting process in digital communication.
3. Creation and implementation of a communication plan: situation, goals, publics, messages, channels, timetable and budget.

5.4.Planning and scheduling

See the academic calendar of the University of Zaragoza (<http://academico.unizar.es/calendario-academico/calendario>) and the website of the Faculty of Philosophy and Arts (*Schedule of classes* : <https://fyl.unizar.es/horario-de-clases#overlay-context=horario-de-clases>; *Examination schedule*: <https://fyl.unizar.es/calendario-de-examenes#overlay-context=>)

More information will be provided on the first day of class.

5.5.Bibliography and recommended resources

More information will be provided on the first day of class. Specific bibliography will be included in the didactic units.