



COURSE SYLLABUS

Course: **INTEGRATED COMMUNICATION PLANNING**

COURSE DATA

Degree	BA in International Relations & Global Communications BA in Translation & Interpreting and Global Communications
Year	4º / 5º
Credits	3
Course type	Compulsory subject
Departament	Translation, Interpreting & Multilingual Communication
Language of instruction	English

SHORT DESCRIPTION

The course delves into the preparation of the Integral Communication Strategic Plan, which structures and integrates coherently the strategies and tactics of the different marketing and communication plans, in addition to controlling the actions carried out.

CONTENTS AND STRUCTURE

UNIT 1: PRIOR TO THE PLAN
UNIT 2: FIRST STEPS OF THE PLANNING
2.1: INFORMATION AND RESEARCH
2.2: STRATEGIC ANALYSIS
2.3: COMPETITORS AND STAKEHOLDERS
UNIT 3: STRATEGY DEFINITION
3.1: GOALS AND OBJECTIVES
3.2: STAKEHOLDERS MAPPING
3.3: POSITIONING AND MESSAGES
UNIT 4: ACTIONS PLANNING
4.1: CHANNELS AND ACTIONS
4.2: TIMELINE
4.3: ROUGH BUDGET
UNIT 5: EVALUATION AND MEASURING

5.1: PERFORMANCE REPORT

METHODOLOGY

The lecturer will give theoretical classes in which the fundamental points of the integrated communication planning will be presented. In parallel, students will have to do a couple of practical exercises and problem solving related to the study of several topics on the syllabus, which will lead to questions and reflections about it.

ASSESSMENT AND GRADING

Assessment type	Assessment criteria	Percentage
<u>Final exam</u>	- Mastery of contents. - Ability to relate contents for an overall understanding. - Clarity and conciseness of ideas.	60%
<u>Practical exercises</u>	- Clarity and precision of ideas and concepts. - Creativity in the problem solving. - Ability to reasoned debate and critical approach.	30%
<u>Participation and attendance</u>	Class attendance, attitude, interest.	10%

READING LIST / RELEVANT REFERENCES

Alard, J. y Monfort, A (2017). Plan de comunicación on y off en la práctica. Madrid: ESIC Editorial.

Smith, R.D. (2017). Strategic Planning for Public Relations. New York: Routledge

Berceruelo, B. [coord.] (2016). Comunicación empresarial. Madrid: Estudio de Comunicación.

Molina Cañabate, J. P. (2017). Comunicación corporativa. Guía de supervivencia. Madrid: Grupo 5.

Percy, L. (2014). Strategic Integrated Marketing Communications. New York: Routledge
