



COMILLAS

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

Syllabus
2026 - 2027

TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	Data in Communication and Society
Subject code	E000013646
Main program	Bachelor's Degree in Business Analytics
Involved programs	Grado en Análisis de Negocios/Business Analytics y Grado en Relaciones Internacionales [Fifth year]
Level	Reglada Grado Europeo
Quarter	Semestral
Credits	6,0 ECTS
Type	Optativa (Grado)
Department	Departamento de Marketing
Coordinator	Carmen Valor
Schedule	4 horas/semana
Office hours	Ver horario de tutorías en moodle
Course overview	Este curso se enfoca en la importancia de los datos en las comunicaciones, la vida social y cultural. Introduce perspectivas teóricas centrales sobre datos e información desde una perspectiva científico social, y describe enfoques de investigación que tienen en cuenta la influencia contemporánea de los datos en la comunicación y la sociedad. Se pretende proporcionar a los estudiantes herramientas conceptuales que ayudarán a comprender la lógica de los datos, y los capacitará para analizar críticamente el fenómeno del big data y otros asociados. Su enfoque en cuestiones contemporáneas permite una investigación de la política y la cultura de la producción de datos, y el uso de los datos como evidencia en una variedad de campos que incluyen la política, la defensa y la investigación de la audiencia

Teacher Information	
Teacher	
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2026 - 2027**SPECIFIC DATA OF THE SUBJECT****Contextualization of the subject****Contribution to the professional profile of the degree**

This course enables the student to conduct comprehensive analyses of digital communication strategies and tactics, integrating theoretical concepts, and the use of data and analytical tools. Students will be asked to perform tasks like those a recent graduate might perform in an analytical position in companies as well as in private and public institutions of any kind, both national and international. Furthermore, students will be asked to obtain professional accreditations such as Google Analytics and SEM as part of the course assessment and given the conceptual and analytical foundations to obtain other accreditations (e.g. Meta or Google Display) if so, they desire. These accreditations will likely increase their employability

Prerequisites

Knowledge and basic competencies from previous courses in data analysis and machine learning.

Competencies - Objectives**Competences****Learning outcomes**

RA1	Datos en comunicación y sociedad / Data in Communication and society RA1. Identificar los factores económicos, políticos, sociales, culturales y jurídicos que subyacen en asuntos y fenómenos relativos al impacto de los datos en la comunicación y la sociedad
RA2	Datos en comunicación y sociedad / Data in Communication and society. RA2. Analizar e interpretar las principales tendencias y controversias que afectan a la comunicación y la sociedad en un contexto como el actual aplicando de manera crítica distintos enfoques teóricos.

THEMATIC BLOCKS AND CONTENTS**Contents - Thematic Blocks****Lesson 1. Fundamentals of digital media****Lesson 2. Digital media in corporate communication strategy****Lesson 3. The funnel as a basis of the strategy****Lesson 4. Regulatory and ethical boundaries of digital media****Lesson 5. Strategic management of paid media: objectives, strategies and monitoring**



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Lesson 6. Strategic management of search marketing: objectives, strategies and monitoring of SEO and SEM

Lesson 7. Strategic management of social media: objectives, strategies and monitoring

TEACHING METHODOLOGY

General methodological aspects of the subject

This course is taught using a highly participatory and active methodology. It is based on project-based learning and is focused on the theoretical foundations that contribute to a profound and diverse understanding of the digital communication landscape in which business decisions are made and its practical application in professional practice.

Students will be asked to work with briefings and analyse data to carve out insights to monitor the strategy implementation and results and to orient the strategy further.

Use of Artificial Intelligence (AI) – Level 3: Partial Assistance with Human Control

In this topic the use of AI across the curriculum aligns with Level 3: Partial Assistance with Human Control according to the AI Assessment Scale by Perkins, Furze, Roe & MacVaugh (2024).

The AI generates part of the content: Students may use AI tools to produce drafts, outlines, preliminary analyses, summaries, or examples.

The student then reviews, adapts, improves, and integrates the AI-generated content with their own insights and research.

The final result must be coherent and reflect each student's own understanding and judgement.

The interaction is mainly one-directional: AI produces, the human curates and modifies. AI-generated content must not exceed the student's own contribution.

Practical Application of Level 3 Across Course Topics

Below are concrete examples and guidelines for using AI in each lesson at this level:

Lesson, Examples of AI Use at Level 3

1. Fundamentals of Digital Media, AI generates a summary or outline of trends; student reviews, expands, and integrates.
2. Digital Media in Corporate Communication, AI suggests message examples or case studies; student selects, adapts, and incorporates them.
3. The Funnel as a Strategy Basis, AI produces a generic funnel model; student customizes it and develops specific recommendations.
4. Regulatory and Ethical Boundaries, AI identifies relevant regulations; student reviews, expands, and writes their own reflection.
5. Strategic Management of Paid Media, AI suggests KPIs or campaign structures; student selects, adapts, and completes them.
6. Search Marketing Management (SEO/SEM), AI does preliminary keyword research; student refines and develops the final strategy.
7. Social Media Management, AI generates content ideas or examples; student selects, edits, and develops the final proposal.



Mandatory for all cases:

The final work must be personalized and show the student's own analysis and original contributions.

Students must explicitly disclose when and how AI was used, maintaining academic transparency.

This approach allows students to benefit from the efficiency and support of AI, while developing critical thinking, analytical skills, and personal authorship, ensuring genuine and ethical academic outcomes.

In-class Methodology: Activities

Lectures

Case studies

Non-Presential Methodology: Activities

Individual organized study

Resolution of case studies

SUMMARY STUDENT WORKING HOURS

CLASSROOM HOURS	
Lecciones de carácter expositivo	Ejercicios y resolución de casos y de problemas
12.00	48.00
NON-PRESENTIAL HOURS	
Estudio y lectura organizada	Ejercicios y resolución de casos y de problemas
45.00	45.00
ECTS CREDITS: 6,0 (150,00 hours)	

EVALUATION AND CRITERIA

The use of AI to produce full assignments or substantial parts thereof, without proper citation of the source or tool used, or without explicit permission in the assignment instructions, will be considered plagiarism and therefore subject to the University's General Regulations.

Evaluation activities	Evaluation criteria	Weight
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Case studies	See Guide to the challenges	30
Exam	See Guide to exam	50
Engagement in group work	See Guide to the challenges	10
Professional accreditations	Professional accreditations	10

Ratings

Rubrics for grading will be included for each assignment.

Failure to attend one-third of the classes will result in the loss of the regular examination sitting (Article 93.c of the General Regulations).

Fraud or copying in any component of the assessment will be penalized in accordance with the provisions of the General Regulations (Article 168). This includes the improper use of ChatGPT or other generative artificial intelligence (GAI): "actions intended to falsify or defraud academic performance assessment systems." The consequences may range from "temporary expulsion for up to three months or a ban on taking examinations in the next examination sitting following the imposition of the sanction, in one or more of the subjects in which the student is enrolled, [...] in addition to receiving a failing grade (0) in the relevant subject, [...] [and] a ban on taking the examination for that subject in the following examination sitting." In this regard, any uses not permitted under the course rules will be considered improper (and therefore prohibited). In case of doubt, professors may require additional assessment activities to evaluate whether the required competencies have been acquired.

For ICADE OUT students, 100% of their grade will be based on the final examination. Students who do not pass the course in the resit examination will retain their practical-work grade and will retake the full examination. If they have not passed the practical work, they will be required to complete a special practical-work plan. Students taking the course in their third or subsequent examination sitting must complete a special practical-work plan (50%) and take the examination (50%).

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

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Zahay, D., Roberts, M. L., Parker, J., Barker, D. I., & Barker, M. (2022). Social Media Marketing: A Strategic Approach. Cengage Learning.

PLUMMER, J.; Rappaport, T. H. y Barocci, R. (2007) The Online Advertising Playbook: Proven Strategies and Tested Tactics from the

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Complementary Bibliography

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Haack, P., Schilke, O., & Zucker, L. (2021). Legitimacy revisited: Disentangling propriety, validity, and consensus. Journal of Management Studies, 58(3), 749-781.

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Tost, L. P. (2011). An integrative model of legitimacy judgments. Academy of management review, 36(4), 686-710.

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Valor, C., Lloveras, J., & Papaioikonomou, E. (2021). The role of emotion discourse and pathic stigma in the delegitimization of consumer practices. Journal of Consumer Research, 47(5), 636-653.



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