

Subject	
Name	Digital Communication
Code	E000006180
Degree	Bachelor in Global Communication
Course	1º
ECTS credits	6
Department	Translation and interpretation and global communication
Language	English
Descriptor	This subject's main aim is to introduce students to the main digital tools available to communication departments, and how to use them strategically. At the end of the semester students will be able to identify the necessary resources to create a digital communication plan.

Lecturer	
Name	Patricia Martín Matas
Department	Translation and interpretation and global communication
e-mail	patricia.martin@comillas.edu

ABOUT THE SUBJECT

Content
I: INTRODUCTION
II: DIGITAL COMMUNICATION AND THE STRATEGIC VISION AND CORPORATE MISSION
III: DIGITAL COMMUNICATION PLANNING
IV: DIGITAL CONTENT CREATION AND MANAGEMENT
V: DIGITAL TOOLS
VI: MEASUREMENT

Methodology
<i>The lectures will consist of short lectures followed by reasoned debate about the readings assigned for each week. Other activities will include:</i> <i>1. Analysis of case studies</i> <i>2. Group activities</i>

GRADING SYSTEM

Activities to be evaluated	Grading criteria	Percentage
Final written exam	- Theoretical knowledge - Ability to integrate the knowledge to have a global perspective. - Clarity and concision.	50 %
Evaluation of the analysis of case studies and problem solving activities	- Ability to apply theoretical concepts to the practice. - Reasoning - Critical analysis - Creative spirit	20 %
Final paper (in groups)	- Ability to apply theoretical concepts to a case study - Linguistic accuracy	20 %
Assistance and participation	- Active participation in class	10 %

About the evaluation system

- In order to pass this subject it is necessary to individually pass each activity evaluated (final exam, case studies and final paper)