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## **INTEGRATED COMMUNICATIONS PLANNING**

### UNIT 1: FUNDAMENTALS

- 1.1. Corporate communication in our current society
  - 1.1.1. Digital environment
  - 1.1.2. Evolution of the stakeholders
- 1.2. CSR. Business purpose & Values
  - 1.2.1. Reputation management

### UNIT 2: DEFINING INTEGRATED COMMUNICATION

- 2.1. What is Integrated Communication
  - 2.1.1. External Communication
  - 2.1.2. Internal Communication
  - 2.1.3. Crisis communication
- 2.2. The person in charge: DIRCOM

### UNIT 3. INTEGRATED COMMUNICATION PLANNING

- 3.1. Prior to the plan
- 3.2. Information & Research
  - 3.2.1. Strategic analytics
  - 3.2.2. Monitoring
- 3.3. Strategy definition
  - 3.3.1. Goals & Objectives
  - 3.3.2. Stakeholders Map
  - 3.3.3. Positioning & Messages
- 3.4. Action Planning
  - 3.4.1. Channels and actions
  - 3.4.2. Timeline
  - 3.4.3. Rough budget
- 3.5. Evaluation & Measuring
  - 3.5.1. Performance report

### **Directed activities**

- DA1 > individual work  
Selection of a communication campaign case among those provided, analysis of actions and results.
- DA2 > group work  
Development of a comprehensive communication plan for a given case. Oral presentation.

### **Evaluation percentages**

- Midterm exam > 20%
- DA1 > 10%
- DA2 > 20%
- Final exam > 50%