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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%