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## **INTEGRATED COMMUNICATIONS PLANNING**

### UNIT 1: FUNDAMENTALS

- 1.1. Digital environment
- 1.2. Evolution of the stakeholders
- 1.3. CSR. Business purpose & Values
- 1.4. Reputation management

### UNIT 2: DEFINING INTEGRATED COMMUNICATION

- 2.1. What is Integrated 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. Competitors & stakeholders
  - 3.2.3. 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

### **Activities**

- A1> **group work**
  - Designing a professional document > Choose one of these:
    - Communication Planning
    - Results reporting
- A2> **gamification** in class (in groups)
  - We will train how to develop a communication planning & campaigns through a game. Participation is relevant.

### **Evaluation percentages**

- Midterm exam (Units 1 & 2) > 10%
- A1 > 30%
- A2 > 20%
- Final exam > 40%