### INTEGRAL COMMUNICATION

**COMPETENCE’S BASIC DATA**

**QUALIFICATION:** Degree in Business Administration and Management

**TOPIC:** ORGANIZACIONES ABIERTAS n

**TYPE**

<table>
<thead>
<tr>
<th>Basic training:</th>
<th>Obligatory: X</th>
<th>Optional:</th>
</tr>
</thead>
</table>

**CREDITS:** 5 ECTS

**COURSE:** 4º  

**SEMESTER:** 1º

**MODULE:** MODELOS EMPRESARIALES EMERGENTES

**LANGUAGE:** ENGLISH

### COMPETENCE’S SPECIFIC DATA

C301. Identify the critical elements around the management of integral communication (communication to the outside and internal communication), and use specific tools for the design and evaluation of integral communication plans.

### 2. PREVIOUS KNOWLEDGE

### 3. TRANSVERSAL SKILLS

LO1. Digital Skills
LO5. Team work

### 4. METODOLOGY

<table>
<thead>
<tr>
<th>Project Based Learning</th>
<th>Problem Based Learning</th>
<th>Case Methodology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Team Work X</td>
<td>Visits to organizations</td>
<td>Simulation</td>
</tr>
<tr>
<td>Workshops X</td>
<td>External lectures</td>
<td>Learning communities (Wikies, blogs, social networks,.....)</td>
</tr>
</tbody>
</table>
5. PROGRAMME

Contents

1. The brand.
2. Communicating inside out: corporate culture and internal communications.
3. Corporate reputation and stakeholders.
4. Storytelling as a basis for corporate and brand communication.
5. Multimedia and transmedia communication.
6. The communications plan.
7. Communication's diagnostic analysis.
8. Communication tools: Corporate website.
9. Communication tools: online marketing.
10. Communications tools: Public relations.
12. Communications tools: internal communication tools.

6. REFERENCES AND INFORMATION SOURCES

Competence 301 (C301)

7. ASSESSMENT

The activities necessary for the assessment of INTEGRAL COMMUNICATION subject are as follows:

<table>
<thead>
<tr>
<th>A1</th>
<th>Team work</th>
</tr>
</thead>
<tbody>
<tr>
<td>A2</td>
<td>Evaluation paper on lessons</td>
</tr>
</tbody>
</table>

The assessment will be as follows

**Assessment conditions:**
- The student must obtain a minimum of 4 out of 10 in each learning outcome in each activity and to perform the weighted average.
- The weighted average obtained in whole subject must be at least equal to 5.
- The student must obtain a minimum of 4 in the activity A2.

### INTEGRAL COMMUNICATION

<table>
<thead>
<tr>
<th>Competences</th>
<th>C301. Identify the critical elements around the management of integral communication (communication to the outside and internal communication), and use specific tools for the design and evaluation of integral communication plans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning outcomes</td>
<td>LO11. Know and apply different communication tools to achieve the organization’s goals</td>
</tr>
<tr>
<td><strong>A1: Team work (LO1, 5)</strong></td>
<td>15</td>
</tr>
<tr>
<td><strong>A2: Evaluation paper on the lessons (LO1, 5)</strong></td>
<td>20</td>
</tr>
<tr>
<td><strong>Company Experience Credits</strong></td>
<td>15</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>50</td>
</tr>
</tbody>
</table>

**Activities that evaluate transversal skills**

LO1. Digital Skills
LO5. Team work