Integrated Communications

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Course Description

The aim of this course is to give students an integrated, global perspective of the importance and far-reaching consequences of developing a suitable communications strategy, both in the public and private sectors.

In the first section of the course, students will be provided with the knowledge to design a marketing campaign tailored to the business goals of an organization. This process will require students to learn how to: 1) appropriately manage the creation and conceptualization of the message to be sent, 2) effectively utilize the capacities of the available communication channels, 3) make the most out of the available budget, and 4) ensure that the sent messages align with and properly represent the established business goals. Complementary to designing a marketing campaign (external communication), this course will also touch on the importance of internal communication for organizations.

In the second section of the course, students will learn in detail about the Communication Mix and about how to design an Action Plan for an organization’s points of sale.

In the third and final section of the course, students will learn about three fundamental aspects of an Integrated Communications Plan: corporate reputation, crisis communication, and corporate social responsibility.

Objectives

- Integrating all the elements of a communications strategy to give students a global, holistic view on the topic.
- Designing a marketing campaign that is tailored to a brand plan.
- Distinguishing between the different message and execution options in a communications plan.
- Analysing the importance of developing a suitable communications strategy both in the public and private sectors.
- Understanding the importance of communications when managing the image of a company.
- Analysing the importance of corporate reputation.
- Analysing the impact of crisis communication and corporate social responsibility.

Methodology

Students are expected to actively participate in class, to work in groups, and to use the Internet.

**In-person activities to be conducted in theory sessions:**

- Theory classes
- Project presentations

Note: This document is only informational, detailed contents and faculty may change.
- Debates and discussion around marketing cases

**Autonomous learning:**

- Resolution of cases,
- Preparation of group projects
- Research on topics related to the course
- Group dynamics involving topics discussed in class
- Individual and group tutorial sessions
- Final exam

**Communications Agency**

Two possibilities under consideration: visiting the agency or bringing a creative director to the classroom so that students can learn from his or her experience. **The feasibility of either possibility will ultimately depend on the availability of the agency.**

**Bio of Professor**