Introduction to Communication Management

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Hours: Monday, 9:30-12:30

Course description

Communication management is defined as the systematic planning and execution of the flow of information, communication, and image in an organization. Deliberate messages are transmitted through the most appropriate media for the designated target audience at the right time to contribute to the desired long-term effect.

Communication is a pivotal activity for private companies, public administrations and NGOs. In this context there is a growing need to train professionals and researchers in the field. This course provides a general overview of the four areas of specialization in the Master of Arts in Communication Management, namely: corporate communications, social media strategies, transmedia strategies, and place branding.

ECTS Credits

4 ECTS Credits

Specific competences

At the end of the course, the student will be able to…

› To understand the aim and basic structure of corporate communications.
› To understand the main tools and common strategies of social media communication.
› To understand the concept of transmedia communication.
› To identify the most frequent characteristics of a transmedia project.
› To understand the concept of place branding.
› To identify the common challenges of a place branding project.

Learning outcomes

At the end of the course, the student...

› Will have acquired the basic notions of corporate communications: key concepts and main constructs involved.
› Will have acquired the basic notions of social media communication: key concepts and main constructs involved.
› Will have acquired the basic notions of transmedia communication: key concepts and main constructs involved.
› Will have acquired the basic notions of place branding: key concepts and main constructs involved.

Content

1. Conceptualization and Definition of Communication Planning and Project Management
2. Important aspects of developing a strategic communication plan
3. Introduction to Communication Planning and Project Management tools
4. The new media ecology: from broadcasting to networking, from consumers to prosumers
5. Transmedia storytelling and fictional narrative worlds
6. Introduction to Communication management on social networking sites
7. Digital Marketing, Search Engines Optimisation and Public Relations
8. Introduction to Place Branding

Method of presentation

The course dynamics combines different teaching styles: lectures, case studies, readings, and debates. Every session will start with a lecture exploring some theoretical issues related to each topic. Nevertheless, the lectures will also introduce real cases to discuss and to exemplify the central concepts presented. Four compulsory short readings to debate in class will help to identify the main key learnings.

Course assessment

Assessment of this module consists of two different elements: student's participation in class, and a final exam.

a) Class presentations and participation. Students are expected to come to class prepared to discuss the readings. Students will share the responsibility of dealing with the course readings, as well as questions posed by the instructor in class. This first mark will evaluate the student's active participation in the course lectures and debates about the assigned readings. Plus, students will give

a brief presentation about his/her country and a specific organization of their interest.

b) Exam. A written exam at the end of the course will allow certifying that the basic concepts of corporate communications, social media communication, transmedia strategies and place branding are duly acquired.

› Class presentations and participation: 50%
› Final exam: 50%

Course schedule

Weeks	Content of the class	Practical activities
Week 1 October, 8	Welcome Session. Introduction to Communication Management.	
Week 2 October, 15	Corporate Communications: Conceptualization and Definition. The role of persuasion on the modern era	Case Study
Week 3 October, 22	Corporate Communications: The need for Strategic Communication. Communication Planning and Project management vocabulary and tools.	Reading 1 & Debate
Week 4 October, 22	Social Media Strategies: Communication management on social networking sites	Reading 2 & Debate
Week 5 October, 29	Social Media Strategies and Public Relations	Case Studies
Week 6 Nov., 5	Place Branding: Introduction. Branding and Places	Case Study
Week 7 Nov. 12	Transmedia Strategies: The emergence of Transmedia Strategies in the new media ecology.	Presentation/Application
Week 8 Nov. 19	Transmedia Strategies: Transmedia Strategies in fictional narrative worlds	Case Studies
Week 9 Nov. 26	Place Branding: The symbolic value of territories. Place Branding components	Reading 4
Week 10 Dec. 3	Place Branding: New theories and perspectives on Place Branding	Country Presentation
Week 11 Dec. 10	EXAM	

Required readings*

Anholt, S. (2007). *Competitive Identity. The New Brand Management for Nations, Cities and Regions*. Palgrave MacMillan, New York (chapters 1 and 2, pp. 1-42).

Falkheimer J; Heide, M.; Nothhaft H.; Platen S.; Simonsson C.; Andersson R. (2017). Is Strategic Communication too important to be left to Communication Professionals?: Managers' and coworkers' attitudes towards strategic communication and communication professionals. *Public Relations Review*, 43, (1). DOI: 10.1016/j.pubrev.2016.10.011

Ruehl, C. H., & Ingenhoff, D. (2015). Communication management on social networking sites. Journal of Communication Management, 19(3), 288–302. DOI: 10.1108/JCOM-04-2015-0025

Scolari, C.A. (2009). Transmedia Storytelling: Implicit Consumers, Narrative Worlds, and Branding in Contemporary Media Production. *International Journal of Communication*, 3, 586-606. DOI: 1932-8036/20090586.

Smith, R. D. (2013). *Strategic planning for public relations*. Routledge (Introduction: pp. 2-17).

* Other reading materials can be provided during the course.

Recommended readings

Aronczyk, M. (2013). *Branding the Nation. The Global Business of National Identity*. Oxford University Press, New York.

Christakis, N. A., & Fowler, J. H. (2010). Connected: the amazing power of social networks and how they shape our lives. *Journal of Family Theory Review* (Vol. 3). Retrieved from http://www.worldcat.org/isbn/9780007347438

Govers, R. & Go, F. (2009). *Place Branding. Glocal, Virtual and Physical Identities, Constructed, Imagined and Experienced*. Palgrave Macmillan, New York.

Meng J.; Berger B. (2013). An Integrated Model of Excellent Leadership in Public Relations: Dimensions, Measurement, and Validation. *Journal of Public Relations Research*, 25 (2), 141-167. DOI: 10.1080/1062726X.2013.758583

Quelch, J. & Jocz, K. (2005). Positioning the nation-state. *Place Branding*, 1 (3), 229-237.