
Introduction to Communication Management

Instructor: José Fernández-Cavia

E-mail: jose.fernandez@upf.edu

Course description

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

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. By the end of this course, students will have a global vision of the role communication plays in society and how it can help improving public and private organizations.

To reach these goals the course will be based on theory sessions, reading, hands-on exercises and case studies. The case studies will be presented by a diversity of professionals currently working in the sector.

ECTS Credits

4 ECTS Credits

Specific competences

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

- › To understand the concept of communication and other terms related.
- › To understand the characteristics of communication as a societal process.
- › To understand the characteristics of communication as a professional field.
- › To understand the main tools and common strategies of communication.

Learning outcomes

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

- › Will have acquired the basic notion of communication: key concepts and main constructs involved.
- › Will be ready to identify tools and strategies in a communication campaign.

- › Will have acquired the basic notions of what a communication department is, its main functions and responsibilities.

Content

1. Communication. Concepts and theories
2. Communication in society. Communication as a professional field.
3. Communication and the media
4. New trends in communication
5. Purposes and audiences.
6. Advertising, public relations, and related terms
7. Persuasion and creativity
8. New marketing approaches
9. Professional communication and ethics

Method of presentation

The course dynamics combines different teaching styles: lectures, case studies, readings, debates, and presentations. 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. Some compulsory short readings to debate in class will help to identify the main key learnings.

Course assessment

Assessment of this module consists of three different elements: student's participation in class, an individual assignment, 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 and presentations by professionals.

b) Individual assignment. A written report about the presentations by professionals. The student must highlight and comment in depth the three most interesting presentations held in class. And students should also discuss and assess the presentation less interesting in their opinion.

c) A final exam. About the main concepts, ideas and theories explained in class.

- › Class participation: 25%
- › Individual assignment: 25%
- › Final exam: 50%

Suggested readings*

Alberts, J. K., Nakayama, T. K. & Martin, J. N. (2010). *Human Communication in Society*. Pearson: Boston.

Csikszentmihalyi, M. (2013). *Creativity: Flow and the Psychology of Discovery and Invention*. Harper Perennial: New York.

Fuller, M., et al. (2018). Identifying competence characteristics for excellent communication professionals. A work field perspective. *Journal of Communication Management*, 22(2), 233-252. DOI: 10.1108/JCOM-07-2016-0051

Goldberg, E. (2018). *Creativity: The Human Brain in the Age of Innovation*. Oxford University Press: United Kingdom.

Juska, J.M. (2018). *Integrated Marketing Communication. Advertising and Promotion in a Digital World*. New York: Routledge.

Kotler, P., Kartajaya, H. & Setiawan, I. (2017). *Marketing 4.0. Moving from Traditional to Digital*. Wiley: New Jersey.

Macnamara, J., Lwin, M., Adi, A & Zerfass, A. (2016). 'PESO' media strategy shifts to 'SOEP': Opportunities and ethical dilemmas. *Public Relations Review*, 42, 377-385. DOI: [dx.doi.org/10.1016/j.pubrev.2016.03.001](https://doi.org/10.1016/j.pubrev.2016.03.001)

Shockley-Zalabak, P. A. (2014). *Fundamentals of Organizational Communication*. Pearson: United Kingdom.

Toledano, M., & Avidar, R. (2016). Public relations, ethics, and social media: A cross-national study of PR practitioners. *Public Relations Review* 42, 161–169. DOI: [dx.doi.org/10.1016/j.pubrev.2015.11.012](https://doi.org/10.1016/j.pubrev.2015.11.012)

Zerfass, A., & Volk, S. C. (2018). How communication departments contribute to corporate success. The communications contributions framework. *Journal of Communication Management*, 22(4), 397–415. DOI: 10.1108/JCOM-12-2017-0146

* Other required reading materials will be provided throughout the course.