

## **DIRECTION OF INTERNATIONAL COMMUNICATION**

**YEAR:** FOURTH

**TERM:** FIRST

**TYPE:** OPTIONAL

**CREDITS:** 6

**LANGUAGE:** ENGLISH

### **OBJECTIVES:**

The purpose of this course is to collect and interpret data and information on which to base their conclusions including, where necessary and appropriate, the reflections on issues of social, scientific or ethical in the scope of their field of study. Plan and implement correctly the objectives and the implementation of the tools of commercial communication: public relations, events and fairs, sponsorship, protocol, communication, social networks and online branding.

### **COMPETENCES:**

#### **BASICS**

CB2 - Students know how to apply their knowledge to their work or vocation in a professional manner and have competences that are usually proved through the elaboration and defense of arguments and solving problems within their area of study.

CB3 - Students have the ability to gather and interpret relevant data (usually within your area of study) to make judgments that include a reflection on relevant themes of social, scientific or ethical

#### **GENERAL**

G1 - Observe with a global vision, plan, organize and manage activities in the field of enterprise and business.

G2 - Act proactively, generate ideas and proposals and implement initiatives and changes within the organization and show willingness to geographical mobility.

G3 - Develop the ability to empathize, adapt, working and leading international and multicultural groups, interdisciplinary, competitive, changing and complex and the understanding and application of the concept of network.

G5 - Develop a remarkable capacity to communicate both orally and in writing in the English language.

G7 - Transfer the knowledge acquired in the training process and adapt to real world situations.

## **TRANSVERSAL**

T1 - Act with spirit and critical reflection before the knowledge in all its dimensions, showing concern intellectual, cultural and scientific commitment to the rigor and quality in the occupational requirement.

T2 - Projecting the values of entrepreneurship and innovation in the exercise of the academic and professional staff through the contact with different realities of practice and motivation toward professional development.

T3 - Interact in global and international contexts to identify needs and new realities to transfer knowledge to areas of current or emerging professional development, with capacity for adaptation and self-direction in the professional and research processes.

T4 - Show skills for the professional exercise in multidisciplinary and complex environments, in coordination with networking equipment, whether actual or virtual environments, using the computer and informational use of ICT.

T6 - Use different forms of communication, both oral and written or audio-visual material, in one's own language and in foreign languages, with a high degree of correction in the use, the form and content.

## **SPECIFIC**

E8 - Identify the economic, cultural, political, legal, demographic and technological development that can represent opportunities and threats to the development of the activity in international business.

E10 - Manage any activity and make decisions in different functional areas of an organization with international activity.

E11 - Locate, understand and appreciate the information existing in the international environment in order to define the target markets, according to the type of company and product.

E12 - Adapt the various techniques of communication and negotiation on the basis of the interlocutor and define a clear objective to communicate or negotiate.

## **LEARNING OUTCOMES**

Designing the integrated communication plan and correctly applied the role of communication strategies in the framework of the international marketing strategy.

Collects and interprets data and information on which to base their conclusions including, where necessary and appropriate, the reflections on issues of social, scientific or ethical in the scope of their field of study.

Plans and correctly applied the objectives and the implementation of the tools of commercial communication: public relations, events and fairs, sponsorship, protocol, communication, social networks and online branding.

## **SYLLABUS:**

Processes in international business: Activities, tactics and tools that make up the communication strategies. Introduction to the international communication strategy.

Globalization of innovation and responses to global challenges. Overall management of the supply chain and production.

The concept of supply chain from operations and strategy. Product design and logistical aspects associated with the product.

Processes, strategies and planning systems of production.

Results and trends: Branding & International Communication: new trends. Innovation for sustainability. Social responsibility of the company.

Overall management of the supply and production in relation to the R&D.

New models of production and supply of multinational corporations.

### **EVALUATION SYSTEM:**

There will be two partial exams that will have a value of 50% of the final grade the remaining 50% will be obtained from three activities, attendance and active participation in class, in addition to the activities oral presentations:

- **Partial Exam I:** 20% - Minimum grade to pass 5/10 (five out of 10). Susceptible of recovery by means of a complementary examination, as long as the student has correctly developed the complete continuous evaluation.
- **Partial Exam II:** 30% - Minimum grade to pass 5/10 (five out of 10). Susceptible of recovery by means of a complementary examination, as long as the student has correctly developed the rest of the continuous evaluation.
- **Activity I:** 10%. Mandatory. Individual work. The student must do it and deliver it on the stipulated date in order to be able to prove the correct development of the continuous evaluation. This work will consist of a written delivery as well as an oral presentation in class. Each student will perform a different activity so that each of the presentations will have associated a debate to delve into the topic discussed.
- **Activity II:** 10%. Mandatory. Individual work. The student must do it and deliver it on the stipulated date in order to be able to prove the correct development of the continuous evaluation. This work will consist of a written delivery as well as an oral presentation in class. Each student will perform a different activity so that each of the presentations will have associated a debate to delve into the topic discussed.
- **Activity III:** 30%. Mandatory. GROUP work. The student must do it and make the different deliveries on the stipulated dates for the correct monitoring by the teacher and

for the correct monitoring of the subject itself and its continuous evaluation by the students. This part will have a value of 20%. The students can make the oral presentation, as long as they have made the partial deliveries of the activity. This part will have a value of 10%. Both parts (written work and oral presentation) are mandatory. Each group will perform a different activity so that each of the presentations will have associated a debate to delve into the topic discussed.

In addition, the teacher will take into consideration the evolution, progress, proactivity, effort and development of the continuous evaluation; besides taking into account the assistance and active participation. An outstanding consideration will be given to the contributions made by the students.

In the event that a student, having correctly developed the practical part of the continuous evaluation, doesn't pass one or both partial exams may have the chance to retake the exam in the complementary period, in order to guarantee the option of improvement.

#### **METHODOLOGY:**

This is a classroom subject that combines theoretical knowledge with its implementation. Throughout the class sessions, the teacher will expose contents of the program through the use of different learning methodologies, in addition to performing group training activities to complement and put into practice the knowledge acquired. In addition, students should carry out individual activities during their personal work hours (activities I and II; other classroom activities).

On the other hand, during the hours of personal work, the students will make a final work of the subject (activity III) that they will have to exhibit at the end of the academic period. For this, the students will have tutoring hours with the teacher in order to supervise and guide the development of the project.

Finally, it is recommended that the student dedicate each week a few hours of personal work to this subject in order to consolidate the knowledge acquired. This personal work will consist of a review of the theoretical aspects treated in class and to complement them with the basic bibliography.

## **RECOMMENDED BIBLIOGRAPHY & TEXTS**

**International Management and Intercultural Communication.** A Collection of Case Studies; Volume 1. Elizabeth Christopher, Palgrave Macmillan 2015 (available at Eserp's library)

**International Management and Intercultural Communication.** A Collection of Case Studies; Volume 2. Elizabeth Christopher, Palgrave Macmillan 2015 (available at Eserp's library)