

INTERNATIONAL COMMUNICATION MANAGEMENT

COURS: FOURTH

SEMESTER: FOURTH

TYPE: OPTIONAL

CREDITS: 6

LANGUAGE: ENGLISH

PROFESSOR: [MARTA MOLES](#)

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, sponsorships, protocol, communication, social networks and online branding.

COMPETENCES:

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.

BASIC

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 in the area of study

CB3 - Students could 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

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 based on the the interlocutor and define a clear objective to communicate or negotiate.

LEARNING OUTCOMES

R3 - Designing the integrated communication plan and correctly applied the role of communication strategies in the framework of the international marketing strategy.

R4 - Collecting and interpreting 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.

R5 - Planning and correctly applying the objectives and the implementation of the tools of commercial communication: public relations, events and fairs, sponsorship, protocol, communication, social networks and online branding.

CONTENTS

1. General aspects and fundamentals of international communication
2. General fundamentals of international protocol & etiquette
3. Globalization and responses to global communication challenges
4. Internal & external communication tools
5. Global events as part of the international communication plan
6. International Communication plan strategy
7. Communication and Corporate Social Responsibility

EVALUATION SYSTEM:

There will be one exam that will have a value of 40% of the final grade; the remaining 60% grade will be obtained through (2) activities and (1) project, individual participation in class, the debate of the individual project conclusions and the oral presentation of the group project.

- 40% Exam
- 30% Final group project

- 20% Individual activities
- 10% Class participation
- In order to be able to do the weighted average of the grades, the minimum grade of the exam must be 40/100.
- Only the exam can be recovered
- If the activities and group project are failed, there will be no chance to recover
- The student can fail the subject if activities have not been handed in or have been failed
- The teacher will consider and value the continuous evolution and improvement of the student when calculating the final grade

To sum up:

Students have to deliver all 3 mandatory activities, pass the exam and participate in class in order to pass the subject.

Recovery measures: Only students who have delivered all the activities (3) can recover the exam at the end of the subject (during the complementary week)

METHODOLOGY

The subject combines the theoretical knowledges with the practice. Along the sessions, the professor will expose contents of the program using different methodologies of learning, in addition to effective formative activities in group to complement the knowledges purchased. Likewise, the students will have to make individual activities.

On the other hand, during the hours of personal work, the students will make by groups a final work of the subject that will have to expose at the end of the subject. Finally, it's recommended to the student that works periodically into the subject, to consolidate the knowledges purchased in the subject. This personal work will consist in making a review of the theoretical appearances treaties in class and complement them with the basic bibliography.

WORKLOAD

Activities	Evaluation	Competences (C) and Learning outcomes (RA)	Requirements	Workload
Activity 1 Memo	10%	R4 – R3 CB2 – CB3 CT4 CE11	Individual work Mandatory submission on the due date No recovery	5 hours
Activity 2 Press release	10%	R3 CB2 – CB3 CT6 CE12	Individual work Mandatory submission on the due date No recovery	5 hours
Course project Communication plan strategy	20%	R3 – R4 – R5 CB2 – CB3 CT3 – CT6 CE8 – CE11	Groups work 3 or 4 people Mandatory submission on the due date No recovery	35 hours
Oral presentation	10%	R3 – R4 – R5 CB2 – CB3 CT3 – CT6 CE8 – CE11	Only for students that have submitted the course project on the due date No recovery	
Exam	40%	R3 – R4 – R5 CB2 – CB3 CT2 – CT6 CE8 – CE11	Recovery examen only for students that have submitted the mandatory activities	20 hours
Class participation	10%		Independent work	
Topics information research (weekly)			Independent work	10 hours
Class lectures				60 hours
Total				135 hours

REFERENCE BOOKS

Benett, Milton J. (ed.) (1998). *Basic concepts of intercultural communication: Selected readings*. London: Intercultural Press. (Available at Eserp's online library.)

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

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

Simcic, Peggy; Romenti, Stefania; & Zerfass, Ansgar (eds.) (2016). *The Management Game of Communication*. Bingley (UK): Emerald Group. (Available at Eserp's online library).