

## IDENTIFICATION DETAILS

Degree:	Journalism		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	COMMUNICATION MANAGEMENT		
Type:	Optional	ECTS credits:	3
Year:	3	Code:	3278
Teaching period:	Fifth semester		
Area:	Communication Techniques		
Module:	Organisation and Production of Reporting		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	75		

## SUBJECT DESCRIPTION

Se dará especial relevancia a desarrollar la idea de la Dirección de Comunicación como un medio para fomentar el bien común, para cumplir con la misión del hombre de cuidar de los otros y de la tierra; se contemplará una revisión de la Agenda 2030 para dar paso a una idea global de ecología en la que el ser humano y la salvaguardia de su vida de principio a fin, desde su concepción hasta su muerte natural, es central. Se profundizará sobre la Dirección de Empresa como agente de cambio en el entorno empresarial y en la sociedad en la que esta actúa.

## SKILLS

### Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

### General Skills

To discover, evaluate and compare the various answers regarding existential questions concerning the individual and the community with one's own perspective.

To develop the ability to act as the leader of institutional communication, as the leader of communication management in an organisation or as a website manager, content editor or communication consultant.

### Specific skills

To gain an understanding of the theories and techniques of advertising, corporate communication and applied marketing to use them in the everyday practice of journalism.

Lograr que los alumnos sean capaces de aplicar los conocimientos adquiridos en las asignaturas de periodismo especialmente en el uso de las fuentes y la búsqueda de la verdad, para apoyo y desarrollo de una ética empresarial que revierta en la sociedad.

Coseguir que los alumnos apliquen sus conocimientos tecnológicos y de medios para ponerlos al servicio de la empresa en su propagación del bien común a la sociedad.

### DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
30 hours	45 hours