

# Teaching guide

## IDENTIFICATION DETAILS

Degree:	Journalism		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	VIRTUAL COMMUNICATION		
Type:	Optional	ECTS credits:	3
Year:	4	Code:	3286
Teaching period:	Seventh semester		
Area:	Journalistic Reporting and Digital Communication (Design)		
Module:	Communication Tools		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	75		

## SUBJECT DESCRIPTION

Este curso se centra en la importancia de los webinars como herramienta de comunicación virtual en el. En la era digital actual, los webinars permiten a los periodistas y las empresas llegar a audiencias globales, compartir ideas en tiempo real y promover un diálogo interactivo. Estas plataformas también han proporcionado a los periodistas nuevas formas de monetizar su contenido y expandir su alcance de manera significativa. Los estudiantes aprenderán a utilizar herramientas líderes en la industria como Eventbrite para la planificación de eventos, StreamYard para la creación y transmisión de webinars, y Mailchimp para las estrategias de marketing por correo electrónico.

El curso consta de tres bloques temáticos que cubren todo, desde la planificación y producción hasta la monetización de webinars. En la parte práctica de cada bloque, los estudiantes producirán un webinar real, permitiéndoles aplicar los conceptos aprendidos en un contexto real. Al finalizar, los estudiantes estarán equipados con las habilidades necesarias para usar webinars y técnicas de marketing digital para promover y monetizar su

trabajo en periodismo.

## **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 develop the ability to carry out informative duties as a director or press editor in any traditional or electronic media format, either as a freelancer, employee or through self-employment schemes.

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.

To master technologies applied to the field of communication in general and journalism in particular.

### **Specific skills**

To acquire the ability to use computer resources, information and communication technologies and techniques in the various combined or interactive (multimedia) platforms and systems.

To master and develop the practice of journalism in multimedia environments and the Internet.

To acquire the ability to design formal and aesthetic aspects in print, graphic, audio-visual and digital media and to use computer techniques for representing and conveying facts and data using information graphics systems in multimedia environments.

To acquire the ability to use specific informative techniques and tools, applied to processes of informative or

promotional production.

### **DISTRIBUTION OF WORK TIME**

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