

Course title	<b>Communication Office Management</b>
Credits	6
University	UCM
Language of the course	English
Learning outcomes	<b>LO6</b> Have developed a large set of transversal skills which students need to master in their future domestic and international work environments, so that they are equipped to use organizational, inter- cultural communication, language and information skills, when confronted with the challenges of daily professional practice. Being immersed in a multi-disciplinary, multi-multilingual and multi-cultural study environment at different universities allows all students to sharpen their skills to combine intra-European mobility with their study-related workload in a structured and effective manner on a daily basis; to understand and communicate issues from and across different cultural, European and international perspectives; to process knowledge and information in a timely, accurate, and efficient way and to seek solutions with student peers across cultural and linguistic boundaries throughout their studies.
Course objectives	Analytical-critical capacity on the contents related to social communication in the framework of communicative promotion. Adequate technical and professional preparation. Reflective capacity on the social functions of Source Journalism. Capacity for innovation and adaptation to changes. Ability to learn with responsibility and autonomy
Content	Block 1.- Functions of Institutional Communication. 1. Optimize communication and information directed to the Social Media. 2. Act effectively as institutional spokespersons. 3. Strengthen the institutional image, through adequate intervention in the media. 4. Control action protocols in relations with the media in different situations. 5. Mastering a professional communication methodology that makes it easier to react to rumors, speculation and misunderstandings. Block 2.- marketing and communication promotion programs 1. Source Journalism within the framework of social communication. 2. Communication promotion programs: those aimed at responding to the demand of the media and those aimed at provoking a presence in the social communication media. 3. The press dossiers. 4. Documentation folders. 5. The figure of the spokesperson. 6. Argumentary. 7. Relations with editorial journalists. 8. Treatment of messages in the press, radio, television and internet. Block 3.- Organic and functional structure of the Communication Offices 1. Its functionality and positioning in the organic structure of the entity or institution. 2. Specific and functional organization chart.
Work format(s)	Lecture Teaching will consist of a combination of formats i.e.: lectures, hands- on workshops, responsive teaching classes, case reports Students are expected to be present, demonstrate active participation during contact hours and prepare courses in case of responsive teaching sessions
Manner of assessment	Oral examination, written examination 40% of the examination will be a group work, 60% individual exam.
Literature (required/ recommended)	Handouts, reader, medialinks, video materials, case reports.