

**Project Management and Communication**

Code: 44751  
ECTS Credits: 9

Degree	Type	Year	Semester
4318290 Archival Studies and Information Governance	OB	2	1

## Contact

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## Teaching groups languages

To check the language/s of instruction, you must click on "Methodology" section of the course guide.

## Teachers

Adriana Espinet Patcho

Antoni Esparó Torras

Anna Vila Espuña

## Prerequisites

### L1. Marketing and Communication

No requirements

### L2. Preventive conservation and archival equipment

No requirements

### L3. Project Management

No requirements

## Objectives and Contextualisation

### L1. Marketing and Communication

- Knowing both the basic concepts and the basic techniques of marketing and communication as well as the latest trends that are being developed in the world of cultural communication in general.
- Learning to apply all these acquired knowledge about the archives and know how to apply them both from the archives themselves and from the perspective of the independent professional.

### L2. Preventive conservation and archival equipment

- Providing basic knowledge so that the student at the end of the course can identify the materials that make up a document collection, evaluate its conservation status, and determine the treatments and preventive measures to be taken to guarantee its conservation in the future.
- Providing knowledge about the different aspects that determine the good physical state of a fund, both in its normal storage, and during handling, during the consultation, digitization or exposure. The lines of action to be adopted in a preventive or direct manner on the documents.

### **L3. Project Management**

- Understand the fundamental concepts and principles of project management.
- Learn skills and practical techniques for effective planning, execution, monitoring and control of projects.
- Develop the ability to plan and manage projects.
- Develop skills related to problem solving and communication skills in the context of project management.

## **Learning Outcomes**

- CA25 (Competence) Devise a communication system and preservation conditions for an archive centre, using non-sexist language and from an ethical, democratic perspective of archival science.
- CA25 (Competence) Devise a communication system and preservation conditions for an archive centre, using non-sexist language and from an ethical, democratic perspective of archival science.
- CA26 (Competence) Design the process and quality management system of an archive centre in keeping with the principles of ethical responsibility and respect for diversity.
- CA26 (Competence) Design the process and quality management system of an archive centre in keeping with the principles of ethical responsibility and respect for diversity.
- KA36 (Knowledge) Describe the project management and strategic planning of an archive centre.
- KA37 (Knowledge) Describe the communication, marketing, dissemination and educational services of archives.
- KA38 (Knowledge) Identify pathologies and preventive conservation of physical documentation.
- SA29 (Skill) Determine an archive centre's management system.
- SA30 (Skill) Identify the equipment and conditions of archive services.
- SA31 (Skill) Develop communication and marketing plans for an archive.

## **Content**

### **L1. Marketing and Communication**

1. Introduction to marketing
2. The marketing plan
3. The communication plan
4. The communication channels
5. The use of Public Relations as a tool for communication in Archive Institutions

### **L2. Preventive conservation and archival equipment**

1. Conservation concepts; preventive conservation, curative conservation, restoration.
2. Traditional materials and typologies of documentary heritage

- 2.1 Documentary supports and elements supported
- 2.2 Document formats
- 3. Intrinsic causes of degradation and more common alterations (paper and parchment support)
- 4. Extrinsic causes of degradation and more common alterations (paper and parchment support)
- 5. Preventive conservation
  - 5.1 Control of environmental variables
  - 5.2 Pest control
  - 5.3 Maintenance and cleaning
  - 5.4 Manipulation and consultation
- 7. Deposit and storage
  - 7.1 Types and characteristics of deposits
  - 7.2 Furniture
  - 7.3 Individual protection systems
- 8. Restoration processes
- 9. Action plans
  - 9.1 Risk assessment
  - 9.2 Prevention
  - 9.3 Recovery

### **L3. Project Management**

- 1. Introduction to Project Management
- 2. Project Organization and Planning
- 3. Project Execution
- 4. Project Monitoring, Control and Closure

## **Methodology**

The course will be taught in catalan

### **L1. Marketing & Communication**

The training methodology includes face-to-face/virtual lectures, as well as continuous assessment activities during the course (case studies, exercises, etc.) to be developed individually and/or in groups. This line also includes the completion of a final project where all the learning acquired throughout the sessions will be implemented.

### **L2. Preventive conservation and archival equipment**

The methodology of the training course includes face-to-face/virtual classes, as well as assessment activities during the course (practicals and visits) to be carried out individually and/or in groups. This line also includes a final multiple-choice exam.

The language used during the course will be Catalan.

### L3. Project Management

The training methodology includes face-to-face/virtual lectures, as well as continuous assessment activities during the course (case studies, exercises, etc.) to be developed individually and/or in groups. This line also includes the completion of a final project where all the learning acquired throughout the sessions will be implemented.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

## Activities

Title	Hours	ECTS	Learning Outcomes
<b>Type: Directed</b>			
L1. Interactive classes (online if required)	15	0.6	CA25, KA37, SA31, CA25
L1. Online sessions	15	0.6	CA25, KA37, SA31, CA25
L2. Practical Activities	15	0.6	CA25, KA38, SA30, CA25
L2. Virtual Sessions	11	0.44	CA25, KA38, SA30, CA25
L2. Visit to Archival Institutions	4	0.16	CA25, KA38, SA30, CA25
L3. Lecture	2	0.08	KA36, SA29, SA30, KA36
L3. Oral Presentation	1	0.04	KA36, SA29, SA30, KA36
L3. Workshops and Class discussions	2	0.08	KA36, SA29, SA30, KA36
<b>Type: Supervised</b>			
L1. Case study projects	10	0.4	CA25, KA37, SA31, CA25
L2. To accomplish working files about practical activities and visits	10	0.4	CA25, KA38, SA30, CA25
L3. Project Follow up	5	0.2	KA36, SA29, SA30, KA36
<b>Type: Autonomous</b>			
L1. Study and analysis of cases chosen by the students	15	0.6	CA25, KA37, SA31, CA25
L2. Reading of papers and articles	5	0.2	CA25, KA38, SA30, CA25
L2. Study and Analysis of case study	5	0.2	KA38, KA38
L3. Preparation of Case Studies, Exercises, Research	10	0.4	KA36, SA29, SA30, KA36
L3. Project Development	5	0.2	KA36, SA29, SA30, KA36

## **Assessment**

### L1. Marketing and Communication

The evaluation of the L1 will consist of a project and complementary exercises previously agreed upon at the beginning of the learning sessions.

### L2. Preventive conservation and archival equipment

The evaluation of the L2 will consist of practical exercises, a written exam and a commentary on an archive visit.

### L3. Project Management

The evaluation of the project management training line includes three evaluation blocks:

- Activities and Exercises: case studies, research, exercises and activities carried out throughout the course
- Development of a project
- Final presentation of the project

## **Assessment Activities**

Title	Weighting	Hours	ECTS	Learning Outcomes
L1. Evaluation activities	50%	10	0.4	CA25, KA37, SA31
L1. Participation	10%	5	0.2	CA25, KA37, SA31
L1. Practical exercices	40%	10	0.4	CA25, KA37, SA31
L2. Practical activities	40 %	20	0.8	CA25, KA38, SA30
L2. Technical Visit Assignment	10 %	5	0.2	CA25, KA38, SA30
L2. Writing Exam	50 %	20	0.8	CA25, KA38, SA30
L3. Assignments and Exercises	40%	12	0.48	CA26, KA36, SA29, SA30
L3. Development of a Project	30%	10	0.4	CA26, KA36, SA29, SA30
L3. Final Presentation	30%	3	0.12	CA26, KA36, SA29, SA30

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## **L3. Project Management**

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## **Software**

Microsoft Teams