

Project Management and Communication

Code: 44751
ECTS Credits: 9

2024/2025

Degree	Type	Year
4318290 Archival Studies and Information Governance	OB	2

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Teachers

Antoni Esparó Torras

Anna Vila Espuña

Marc Ambit Fernández

Teaching groups languages

You can view this information at the [end](#) of this document.

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 its 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

1. 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.
2. 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.
3. 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.
4. 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.
5. KA36 (Knowledge) Describe the project management and strategic planning of an archive centre.
6. KA37 (Knowledge) Describe the communication, marketing, dissemination and educational services of archives.
7. KA38 (Knowledge) Identify pathologies and preventive conservation of physical documentation.
8. SA29 (Skill) Determine an archive centre's management system.
9. SA30 (Skill) Identify the equipment and conditions of archive services.
10. 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

3. Documentary supports and elements supported
4. Intrinsic causes of degradation and more common alterations (paper and parchment support)
5. Extrinsic causes of degradation and more common alterations (paper and parchment support)
6. Preventive conservation
 - 6.1 Pest control
 - 6.2 Maintenance and cleaning
 - 6.3 Manipulation and consultation
 - 6.4 Control of environmental variables
7. Deposit and storage
8. Restoration processes
9. Prevention plan

L3. Project Management

1. Introduction to project management
 - 1.1. Definition of "project"
 - 1.2. Project management
 - 1.3. Objectives of a project
 - 1.4. Key processes in Project Management
 - 1.5. Phases in Project Management
 - 1.6. Project Management Methodologies (Waterfall, Agile, Kanban, etc.)
2. The roles in a Project
 - 2.1. The project team
 - 2.2. The project manager
 - 2.3. The customers
 - 2.4. The stakeholders
 - 2.5. The sponsors
3. Research and conceptualization
 - 3.1. Collection of Information and/or requirements
 - 3.2. SWOT analysis in projects
 - 3.3. Other common analysis tools
4. Design of a project
 - 4.1. Structure of Objectives

- 4.2. Creativity techniques applicable to projects
- 4.3. Business Model Canva and MK Mix in Project Management
- 5. Planning a project
 - 5.1. The Technical Organization Chart or WBS
 - 5.2. Efficiency improvement techniques
 - 5.3. Resolution of planning conflicts
 - 5.4. Duration estimation
 - 5.5. Planning with computer tools (Project Libre)
- 6. Implementation of a project
 - 6.1. Interactions within the team
 - 6.2. Prototyping
 - 6.3. Adapting to changes
 - 6.4. Correction of deviations
 - 6.5. Monitoring with IT tools
 - 6.6. Implement in an agile environment
- 7. Preparation of a project (supervised)
 - 7.1. Design of an MVP (Minimum Viable Product Version) of the project
 - 7.2. Self-evaluation of the MVP
- 8. Public presentations of the projects
 - 8.1. Building a 'deck' of presentations
 - 8.2. Transforming a 'deck' into a 'pitch presentation'

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
L1. Interactive classes (online if required)	15	0.6	
L1. Online sessions	15	0.6	
L2. Practical Activities	15	0.6	
L2. Virtual Sessions	11	0.44	
L2. Visit to Archival Institutions	4	0.16	
L3.Lecture	2	0.08	KA36, KA36

L3.Oral Presentation	1	0.04	KA36, KA36
L3.Workshops and Class discussions	2	0.08	KA36, KA36
Type: Supervised			
L1. Case study projects	10	0.4	
L2. To accomplish working files about practical activities and visits	10	0.4	
L3.Project Follow up	5	0.2	KA36, KA36
Type: Autonomous			
L1. Study and analysis of cases chosen by the students	15	0.6	
L2. Reading of papers and articles	5	0.2	
L2. Study and Analysis of case study	5	0.2	
L3.Project Development	15	0.6	KA36, KA36

The course will be teach 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.

Assessment

Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
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L1. Evaluation activities	50%	10	0.4	CA25, CA26
L1. Participation	10%	5	0.2	CA25, CA26, KA36, KA37
L1. Practical exercises	40%	10	0.4	CA25, CA26, KA37
L2. Practical activities	40 %	20	0.8	CA26, KA38
L2. Technical Visit Assignment	10 %	5	0.2	CA26, KA38
L2. Writing Exam	50 %	20	0.8	CA26, KA38
L3. Development of a Project	45%	10	0.4	KA36, SA29, SA30, SA31
L3. Final Presentation	10%	3	0.12	KA36, SA29, SA30, SA31
L3. Final deck delivery	45%	12	0.48	KA36, SA29, SA30, SA31

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 course includes three evaluation blocks:

- Development of a project
- Delivery of a project deck
- Final presentation of the project

In the event of failing all of the above, the student will opt for re-evaluation through a theoretical-practical exam.

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Software

Microsoft Teams

Language list

Name	Group	Language	Semester	Turn
(TE) Theory	1	Catalan	first semester	afternoon