

Degree programme	Type	Course
Communication in Organisations	OB	2

Contact lecturer

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Prerequisites

No prior requirements are necessary.

Group languages

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

Objectives

- To understand the fundamentals of strategic communication planning.
- To understand the process of designing, implementing and evaluating communication strategies within organisations.
- To develop the ability to analyse and apply strategic planning to organisational communication.
- To develop strategic communication plans aligned with organisational objectives.

Learning outcomes

- CM23 (Apply the communication strategies needed to manage crisis situations in organisations.) Apply the communication strategies needed to manage crisis situations in organisations.
- KM20 (Identify the different phases involved in the development of a corporate communication plan for any type of organisation, taking into account the importance of its main intangible values.) Identify the different phases involved in the development of a corporate communication plan for any type of organisation, taking into account the importance of its main intangible values.
- KM21 (Distinguish the type and functions of the different subjects that comprise organisations in order to apply the best public relations techniques to each case.) Distinguish the type and functions of the different subjects that comprise organisations in order to apply the best public relations techniques to each case.
- KM22 (Recognise organisations' corporate social responsibility objectives to achieve competitive advantages with respect to their external and internal audiences.) Recognise organisations' corporate social responsibility objectives to achieve competitive advantages with respect to their external and internal audiences.
- SM19 (Apply the theoretical principles of persuasive communication and public relations when developing organisational communication strategies.) Apply the theoretical principles of persuasive communication and public relations when developing organisational communication strategies.
- SM20 (Plan communication strategies between organisations and their audiences, both internal and external, that favour dialogue and allow messages to better reach society as a whole.) Plan communication strategies between organisations and their audiences, both internal and external, that favour dialogue and allow messages to better reach society as a whole.

Contents

Unit 1. Strategy and Strategic Communication Planning

- Strategy in organisational communication.
- Strategy, tactics and planning.
- The strategic planning process.
- The strategic communication plan: concept, functions and structure.

Unit 2. Strategic Communication Analysis

- Analysis of the organisational environment and the organisation.
- Identification of stakeholders.
- Communication diagnosis: identifying communication problems, opportunities and challenges.

Unit 3. Formulation of the Strategic Communication Plan

- Definition of goals and objectives.
- Audience segmentation and prioritisation.
- Strategies, key messages and positioning.
- Design of tactics and selection of communication channels.

Unit 4. Implementation and Evaluation of the Strategic Communication Plan

- Operational planning: resources, timetable and budget.
- Implementation of the communication plan.
- Evaluation through indicators and metrics.
- Monitoring and improvement.

Note: The course content will be sensitive to issues related to gender perspective and the use of inclusive language.

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Theoretical and practical sessions	48	1.92	CM23, KM20, KM21, KM22, SM19, SM20
Assignments, practical exercises and readings	84	3.36	CM23, KM20, KM21, KM22, SM19, SM20
Tutorials	13	0.52	CM23, KM22, SM19, SM20

For this module, teaching and learning activities include lectures and practical sessions, complemented by students' independent study and supervised activities.

Lectures: These consist of a detailed presentation of the syllabus contents, with particular emphasis on the concepts and foundations of strategic communication planning, as well as the different stages of the planning process. During the first weeks of the module, priority will be given to the acquisition of the theoretical knowledge required to provide students with a solid foundation that will enable them to successfully undertake the practical activities later in the course.

Practical sessions: The class will be divided into smaller working groups to allow for more personalised guidance from the lecturers responsible for the seminars. Practical activities (such as case studies, analyses of organisational situations, etc.) will be directly linked to the contents covered in the lectures and will follow the different stages of the strategic communication planning process. This course may be delivered using a Service-Learning (SL) methodology.

Independent study: This includes individual and group activities aimed at preparing practical assignments, reading the required and supplementary bibliography, progressively developing the strategic communication

plan, and preparing for assessment activities.

Supervised activities: These include individual and group tutorials aimed at monitoring the practical work, addressing students' questions, supporting the oral presentation of projects, and providing guidance for assessment activities.

Students will have access through the Virtual Campus to supplementary materials for each thematic block. These materials must be read and reviewed in advance in preparation for both the practical activities and the assessment tasks.

A detailed timetable indicating the content of each session will be presented on the first day of the module and will also be available on the Virtual Campus. The Virtual Campus will contain all teaching materials considered appropriate by the lecturers, together with any additional information necessary for the successful completion of the module. Should the teaching modality need to be modified due to force majeure, in accordance with the decisions of the relevant authorities, the teaching staff will inform students of any changes affecting the module schedule and teaching methodologies.

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

Continuous assessment activities

Title	Weight	Hours	ECTS	Learning outcomes
Theoretical exam	30%	1.5	0.06	KM20, KM21, KM22, SM19
Practical assignments	30%	1.5	0.06	CM23, KM20, KM21, KM22, SM19, SM20
Final project	40%	2	0.08	CM23, KM20, KM21, KM22, SM19, SM20

Continuous Assessment

The assessment system for this module is based on the following weighting:

A) 30% Knowledge assessment: theoretical examination. The theoretical examination must be passed (mark of 5.0 or above) in order to pass the module (mandatory requirement).

B) 30% Completion and presentation of practical assignments. Practical assignments will be completed during class sessions and are compulsory. Failure to submit the practical activities on time and in the required format will result in a mark of 0.0. The overall mark for this component will be calculated as the average of the marks obtained in all practical activities.

C) 40% Completion and presentation of the Final Project: a strategic communication plan. Failure to submit the final project on time and in the required format will result in a mark of 0.0.

$A (30\%) + B (30\%) + C (40\%) = 100\%$ Final Module Mark

Resit (Continuous Assessment)

According to university regulations, in order to be eligible for the resit process, students must have previously completed assessment activities representing at least two-thirds (2/3) of the total assessable activities for the module.

a) The theoretical examination may be resat if the student sat the original examination and obtained a mark between 3.5 and 4.9. Students who did not sit the original examination but have completed at least 2/3 of the assessable activities may also take the resit examination. To pass the module, this component must be passed with a minimum mark of 5.0.

b) Students who have obtained a D (Fail) in one of the practical assignments, either because they failed it or did not submit it (provided there are documented or otherwise acceptable reasons recognised by the teaching staff), may resit the assignment during the designated resit period. The resit for each practical assignment will consist of solving a communication case study or problem during an in-class session (date and time to be confirmed).

c) The Final Project (40%) cannot be resat if failed. This is because it is not feasible to complete another project of this nature within the time available during the resit period.

Second Enrolment

Students taking the module for a second time may complete a single comprehensive assessment consisting of theoretical examination (50%) and practical assignment (50%). The final module mark will correspond to the mark obtained in this comprehensive assessment.

Not Assessable

According to Article 266.9 of the UAB Academic Regulations, when there is insufficient assessment evidence to evaluate a student, the module will be graded as "Not Assessable". This module will be recorded as Not Assessable if the student has not completed at least 75% of the assessable activities.

IMPORTANT

Plagiarism

If a student commits any irregularity that may lead to a significant alteration of the mark awarded for an assessment activity, that activity will be graded 0, regardless of any disciplinary proceedings that may subsequently be initiated. If more than one irregularity is detected in the assessment activities of the same module, the final mark for the module will be 0.

Artificial Intelligence (AI)

For this module, the use of Artificial Intelligence (AI) technologies is permitted only for the initial exploration of ideas and for grammatical correction of texts. However, the teaching staff will specify the type of AI use permitted for each practical assignment or assessment activity. Students must clearly identify any parts of their work that have been generated using AI technologies, specify the tools used, and include a critical reflection on how these tools have influenced both the process and the final outcome of the activity. Failure to disclose the use of AI in an assessable activity will be considered a breach of academic integrity and may result in a partial or total reduction of the mark awarded for the activity, or more serious disciplinary sanctions in cases of significant misconduct.

Procedures in Cases of Suspected Academic Misconduct

Any student suspected of submitting work that has been generated by AI, produced by another person, copied from other sources, includes AI-generated content without appropriate acknowledgement, or falls outside the permitted uses of AI, may be required to provide preparatory drafts or other supporting materials demonstrating that the work is original and their own. Students may also be asked to explain or justify their work in a separate meeting or assessment. The teaching staff may use AI detection software or any other verification procedures they consider appropriate. If, following this review, academic misconduct is confirmed,

the work may be awarded a mark of 0, and the student may be subject to additional disciplinary measures in accordance with University regulations.

Bibliography

- Capriotti, Paul. (2024). *Planificación estratégica de la comunicación*. Comunicación Social Ediciones y Publicaciones.
- Gregory, Anne. (2026). *Planning and managing public relations campaigns: A strategic approach* (6th ed.). Kogan Page.
- Matilla, Katty (ed), Cuenca Fontbona, J.; Marca Francés, G. y Oliveira dos Santos, O. (2017). *Cómo hacer un plan estratégico de comunicación*. Editorial UOC.
- Smith, R.D. (2013). *Strategic Planning for Public Relations* (4.a ed.). Nueva York: Routledge

Software

Campus virtual

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TE) Theory	1	Spanish	first semester	afternoon
(PLAB) Practical laboratories	1	Spanish	first semester	afternoon
(PLAB) Practical laboratories	2	Spanish	first semester	afternoon