



UCAM
UNIVERSIDAD CATÓLICA
DE MURCIA

MEDIA AND COMMUNICATIONS



Duration

3 weeks, 60 contact hours.

Objectives

- To explore the field of Communication from different perspectives in order to get an holistic view.
- To study Communication Basics from Storytelling to Visual Communication from a classical point of view to a contemporary digital perspective.
- To analyze Institutional Communication offering a cross cultural context in order to understand nowadays Corporate Communication.
- To understand Personnel Communication learning the basis of leadership and talent communication skills, together with Public Speaking abilities.

Business Partners



Fee

€2,500 /student

Services provided:

- 1 Professor/tutor for free
- Accommodation (triple or double room upon availability)
- Breakfast and lunch (excluded weekends)
- Group airport transfer service
- Bus ticket
- UCAM welcome pack
- Teaching materials
- Murcia city center tour

Contact

International Admissions Office
(+34) 968 278 786
admissions@ucam.edu
international.ucam.edu

Schedule

COMMUNICATION BASICS

WEEK 1

Storytelling and Visual Communication (1 ECTS)

- Concepts background
- Elements of storytelling and visual communication
- Storytelling and visual communication as branding concepts
- Storytelling and visual communication as communication tools

Professors: D^a Laura Cortés-Selva, International PhD and Marta Pérez-Escolar, PhD student

Digital Skills (1 ECTS)

- Managing online identity
- Building communities
- Monitoring online conversations
- Creating institutional content at the internet

Professors: D. José Manuel Noguera-Vivo, PhD; D. Josep Martínez-Polo, PhD student and D. Pedro Luis Pérez, PhD student

INSTITUTIONAL COMMUNICATION

WEEK 2

Cross-Cultural Communication (1 ECTS)

- Influence of national culture
- Interpersonal communication across cultures

Professor: D^a Pilar Barra Hernández, PhD

Corporate Communication (1 ECTS)

- What's Corporate Communication?
- Internal Communication
- External Communication
- Case of Study: Fundación Universitaria San Antonio

Professor: D. Pablo López-Guardiola

PERSONNEL COMMUNICATION

WEEK 3

Talent & Leadership (1 ECTS)

- Leadership
- Capacities of a leader
- Social abilities and social intelligence
- Competences to motivate teams

Professor: D^a Beatriz Peña-Acuña, International PhD

Media training for Public Speaking (1 ECTS)

- Tailoring the Speech
- The introduction, the conclusion and the body of the speech
- Declamation: "the condiments of a good speech"
- The platform, visual aids, microphones, and other intimate enemies
- Recording student's speeches
- Commenting student's speeches

Professor: D. Pablo Blesa-Aledo, PhD

Teaching Staff

Beatriz Peña-Acuña

Associate Professor accredited by Spanish Quality Agency ANECA (2015). She teaches in the Department of Business Administration and Management, in the Master in Marketing and Communication and in Postgraduate Studies at Catholic University of Murcia. She leads the international and multidisciplinary group called "Personal Development" composed by 33 academic members. Scientific production is prolific in several languages.

Laura Cortés-Selva

International PhD in Media and Associate Professor (ANECA, 2015). Since 2003 she is lecturer and researcher at the media department at the Catholic University of Murcia. Her main research interests are: media production, educational innovation and methodology. She has published several book chapters in prestigious editorials as well as papers in impact journals such as *El profesional de la Información*, *Historia y Comunicación Social*, *Opción*, *Zer*, *Doxa Comunicación* o *Index Comunicación*.

Marta Pérez-Escolar

Ph.D. student at the Faculty of Social Science and Communication at the Catholic University of Murcia (UCAM). Her main lines of research are cyber-activism, political participation, civic participation, network movements and transmedia activism.

Prof. Dr. Pablo S. Blesa-Aledo

Vice rector of International Relations at the Catholic University San Antonio de Murcia (Spain) since 2006 and Vice rector of International Relations and Communication since 2009; Dean of the Faculty of Social Sciences and Communication since March 2010, where he teaches Political Sciences to second year students of journalism and media studies.

Pablo López-Guardiola

Chief Creative Officer at Catholic University of Murcia. Holds a Bachelor in Audiovisual Communication by Catholic University of Murcia. Following his studies he had experiences at Stanford University, College of Charleston and University of Gloucestershire. He also had different experiences at a wide variety of countries like: Moçambique, USA, UK, Brazil, Perú, Turkey, The Netherlands, Indonesia, Malaysia, Thailand, Italy, etc.

Pedro Luís Pérez-Díaz

Master of Advanced Studies in Communication from the Catholic University of San Antonio (Murcia, Spain), where he develops his research career focusing on participatory forms of digital life. He has performed his teaching and research activities in several international centers as Stanford University and the University of Florida. Currently, he teaches in Communication and Tourism programs at UCAM.

María Pilar Barra Hernández

Lecturer at the UCAM (Faculty of Legal Science and Business), she holds a PhD in Economics from the Universidad de Alicante and a Master in Communication from the Universitat Oberta de Catalunya. She has been visiting professor at the University of Pennsylvania (USA) and Middlesex University (UK) among others.

José Manuel Noguera-Vivo

Associate Professor of Technology and Social Media in Journalism and Head of Department of Communication Sciences at UCAM. He has close to fifty publications about convergence of social media, journalism and society. He has been researcher in Mexico, Canada and Sweden, as well as key speaker about social media and society in several conferences.

Josep Martínez-Polo

PhD student at the Faculty of Social Science and Communication at the Catholic University of Murcia (UCAM). Teaches Interactive Advertising and Digital Marketing at UCAM. His main lines of research are sharing economy and collaborative consumption but he's also interested in open education, digital marketing and understanding life online.



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