

SOCIAL SCIENCES AND LAW



Master in Strategic Management and Innovation in Communication

Description

The Strategic Management and Innovation in Communication Master DEIC considers communication from an integral and holistic perspective, preparing students both for professional work in institutions, companies, non-governmental organisations and face-to-face and virtual environments, as well as for research work and the transfer of knowledge to society.

Access profile

Degree or higher degree in Communication Sciences (Advertising and Public Relations, Audio-visual Communication, Journalism, etc.). University qualifications in Art and Humanities or Social and Legal Sciences. Professional profiles and/or postgraduates or equivalent communication qualifications.

Professional opportunities

Communication is present in all fields. The social need for trained communicators is becoming greater and greater. These are some of the professional opportunities arising from this Strategic Management and Innovation in Communication Master: image and communication consultants, community manager, account manager, creation and management of company, institutional and/or social brands, financial advice and financing, crisis management, drawing up and elaboration of contents. Promotion, diffusion and differentiation. Negotiation value enhancement, etc.

Address and contact details

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Objective

This Master is aimed at the professional and research preparation of students in communication matters using learning and professional development activities, as well as the specific techniques used in scientific work.

Direct access

Degree or higher degree in Advertising and Public Relations, Audio-visual Communication, Journalism, as well as qualifications in Social and Legal Sciences and other similar qualifications.

Módulo común obligatorio (1º y 2º semestre)

INVESTIGACIÓN Y FUNDAMENTOS	
Materias	Créd.
Metodología general	3
Comunicación, cultura digital e innovación	3
Políticas de comunicación y espacio público en la UE	3
Seminario de tendencias avanzadas en comunicación	3
Taller de investigación aplicada (2ºsemestre)	3
Medición y evaluación en comunicación (2ºsemestre)	3

Módulos de optatividad (1º y 2º semestre)

MÓDULO TRANSVERSAL			
Materias	Créd.	Materias	Créd.
Liderazgo y habilidades directivas	3	Marca digital personal	3
MÓDULO INSTITUCIONAL			
Materias	Créd.	Materias	Créd.
Ciberpolítica y participación ciudadana	3	Estrategia y creación publicitaria	3
Marca y gestión de la comunicación turística	3	Transpublicidad. Nueva publicidad para sociedades en movimiento	3
Lobby y Think tanks	3	Publicidad interactiva digital	3
Dircom: dirección y gestión de la comunicación	3	Glocalización	3
MÓDULO EMPRESARIAL			
Materias	Créd.	Materias	Créd.
MÓDULO SOCIAL			
Materias	Créd.	Materias	Créd.

TRABAJO FIN DE MÁSTER

Materias	Créd.
Trabajo Fin de Máster	12

Total Créditos: 60 (cada crédito equivale a 25 horas de trabajo del alumno).