

DEGREE IN DIGITAL COMMUNICATION

THIRD YEAR

Campus CEADE, Isla de la Cartuja. Sevilla.

DEGREE IN DIGITAL COMMUNICATION

Year	3 th
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Platform Content Editing	First Semester
Documentation and Digital Formats	First Semester
Configuration of Collaborative Environments on the Internet	First Semester
(SEO) Search Engine Optimization	First Semester
Online Marketing	First Semester
Web Design	Second Semester
Digital Identity And Online Reputation	Second Semester
Content Platform Management	Second Semester
(SEM) Search Engine Marketing	Second Semester
Digital Media Planning	Second Semester

PLATFORM CONTENT EDITING

1. SUBJECT DESCRIPTION

Degree	Digital Communication
Subject	Platform Content Editing
Module	Module VII. Content Management Systems
Department	Social and Health Science
Semester	Fifth Semester
Total Credits	6
Year	3 th
Type	Basic Training
Language in classroom	Spanish

2. SKILLS

2.1. BASIC AND GENERAL SKILLS

CB01 - Students should be able to prove their knowledge in certain areas of study which have their basis in general secondary education, and although these are supported in advanced textbooks, it also includes knowledge which comes from the forefront area of its field.

CB02 – Students should be able to apply their knowledge to their work or vocation in a professional manner and they must have the skills which can be seen in the elaboration and defence of argumentations and the resolution of problems within their study area

CB03 – Students should have the skill to gather and interpret relevant data (normally within their study field) so that they can have an informed opinion including a reflection about relevant social, scientific or ethical subjects.

CB04 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB05 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy.

CG13 – Being able to understand text and image messages in the media.

CG14 – Having a knowledge of the technologies applied to communication, graphic design and digital content.

CG21 – Knowledge and editing digital documents through the Internet storage

services.

CG10 – Having a knowledge of the terminology and different techniques used in communication in its informative, persuasive and audio visual aspects.

2.2. CROSS SKILLS

CT01 - Organizing and planning work in an efficient and motivating way,

CT02 - Using communication skills and constructive criticism in team work.

CT03 – Solve problems and make decisions.

CT05 - Being able to fit in adequately in multidisciplinary teams and different cultural contexts.

CT07 - Acquiring skills for team leading.

CT09 - Being able to develop ideas and arguments in a reasonable and critical way.

CT10 - Being able to locate and manage documentation and information.

CT11 - Being able to adapt easily to new needs and changes.

CT13 - Generating entrepreneurial and innovative ideas with initiative in project management and design.

CT15 - Having a knowledge of and being able to use the new information technologies.

2.3. SPECIFIC SKILLS

CE08 – Having a knowledge of and the skills about digital communication processes, functions and structures.

CE15 – Being able to understand messages in social media taking into account communication models and contexts, being aware of the impact of communication technologies in collaborative culture

CE20 – Having a knowledge of the social impact of information and current communication technologies and their influence in the media, the genres, information design and professional routines.

CE21 – Being able to use communication technologies and tools in the design, visual representation and digital creativity fields in order to express and broadcast creations or fictions in the persuasive communication and entertainment fields

CE22 - Having the skill and ability to prioritize any type of source or document (written, sound, visual et cetera) according to the rules of journalistic, advertising and audio visual designs.

CE23 - Having the skill and ability to recover, organize and process information and communication in order to be broadcast, served or treated for private or collective use through different media and formats or for the creation of any type of production.

CE24 - Communication management in the net, particularly on content management platforms and virtual communities.

CE25 - Having a knowledge and being able to apply the technologies and systems used for processing, making and transmitting messages through web design.

CE26 – Having the skill and ability to communicate in multimedia, interactive and animated environments

CE28 – Capacity and ability to express effective communication, knowing how to make hypertext, interactive and visual resources that are more suitable for different media.

CE30 – Knowledge of the main formats of the media present on the Internet and the blogosphere, as well as the language of each one of them.

CE32 - Management of collaborative environments on the Web, using open cloud editing systems.

CE33 - Ability to read, interpret and analyze texts and documents on any relevant subject and synthesis techniques or adaptation to the public of the digital environment.

CE34 – Capacity and ability to develop message construction techniques consisting of visual, acoustic and audiovisual images applied to digital representation environments.

CE35 - Ability to write multimedia content with an informative and promotional approach, taking into account the new digital audience and adapt the messages

CE36 – Knowledge of digital layout systems existing in the market, and generation of multimedia products.

CE37 - Web adaptability according to the regulations of accessibility and correct visualization of the contents in digital environments.

CE38 – Ability to structure the audiovisual contents of digital products present in the Network, according to criteria of usability and information management

CE39 – Advanced knowledge of content management platforms further expanded in the enterprise market.

CE40 – Advanced learning tasks embedding multimedia objects in the CMS.

CE41 – Capacity for the insertion of internal applications related to the management platform

CE42 – Learning programming protocols with styles, thus dividing format content, and allowing multiplatform availability: mobile, tablet, desktop.

3. CONTENT

Content managers nowadays. CMS typology. Products and technologies. Web platforms. Functions. Introduction to Wordpress. Web creation using Wordpress. Style sheet editing on CMS. Plugins. Introduction and basic principles of Joomla. Surfing conceptual maps for knowledge representation.

DOCUMENTATION AND DIGITAL FORMATS

1. SUBJECT DESCRIPTION

Degree	Digital Communication
Subject	Documentation and Digital Formats
Module	Module III. Theory, Techniques and Research in Communication
Department	Social and Health Science
Semester	Fifth Semester
Total Credits	6
Year	3 th
Type	Basic Training
Language in classroom	Spanish

2. SKILLS

2.4. BASIC AND GENERAL SKILLS

CB01 - Students should be able to prove their knowledge in certain areas of study which have their basis in general secondary education, and although these are supported in advanced textbooks, it also includes knowledge which comes from the forefront area of its field.

CB02 – Students should be able to apply their knowledge to their work or vocation in a professional manner and they must have the skills which can be seen in the elaboration and defence of argumentations and the resolution of problems within their study area

CB03 – Students should have the skill to gather and interpret relevant data (normally within their study field) so that they can have an informed opinion including a reflection about relevant social, scientific or ethical subjects.

CB04 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB05 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy.

Spanish language in order to be able to produce communication documents.

CG10 - Having a knowledge of the terminology and different techniques used in communication in its informative, persuasive and audio visual aspects.

CG11 - Being able to perceive in a critical way the new current communication scenario considering the messages as a product of the sociopolitical, economic and cultural conditions.

CG12 - Having a good command of the Spanish language in order to be able to produce communication documents.

CG14 - Having a knowledge of the technologies applied to communication, graphic design and digital content.

2.5. CROSS SKILLS

CT01 - Organizing and planning work in an efficient and motivating way,

CT02 - Using communication skills and constructive criticism in team work.

CT05 - Being able to fit in adequately in multidisciplinary teams and different cultural contexts.

CT07 - Acquiring skills for team leading.

CT09 - Being able to develop ideas and arguments in a reasonable and critical way.

CT10 - Being able to locate and manage documentation and information.

CT11 - Being able to adapt easily to new needs and changes .

CT13 - Generating entrepreneurial and innovative ideas with initiative in project management and design.

CT15 - Having a knowledge of and being able to use the new information technologies.

2.6. SPECIFIC SKILLS

CE05 - Being able to know and recognize the main media formats (press, radio and television) as well as the way language is used in each one of them from textual and visual view points.

CE06 - Analytical and instrumental skills in informative reality, information structure, processes, functions and techniques.

CE12 - Being able to find, manage and store documentary, analysis and result interpretation sources and communication research sources.

CE15 - Being able to understand messages in social media taking into account communication models and contexts, being aware of the impact of communication technologies in collaborative culture.

CE17 - Being aware of the role that the media and the communication professionals have had in defending freedom of speech throughout history.

CE20 - Having a knowledge of the social impact of information and current communication technologies and their influence in the media, the genres, information design and professional routines.

CE22 - Having the skill and ability to prioritize any type of source or document (written, sound, visual et cetera) according to the rules of journalistic, advertising and audio visual designs.

CE23 - Having the skill and ability to recover, organize and process information and communication in order to be broadcast, served or treated for private or collective use through different media and formats or for the creation of any type of production.

3. CONTENT

Historic evolution of documentation. Analogical and digital formats. Information cycle. Multimedia information synthesis: tagging and summary. Access and use of resources with copyright and copyleft. Metadata normalization. Creation and management of data bases. Archive and referential content. Archive information treatment and classification. Computer software to broadcast knowledge.

CONFIGURATION OF COLLABORATIVE ENVIRONMENTS ON THE INTERNET

1. SUBJECT DESCRIPTION

Degree	Digital Communication
Subject	Configuration of Collaborative Environments on the Internet
Module	Module VII. Content Management Systems
Department	Social and Health Science
Semester	Fifth Semester
Total Credits	6
Year	3 th
Type	Basic Training
Language in classroom	Spanish

2. SKILLS

a. BASIC AND GENERAL SKILLS

CB01 - Students should be able to prove their knowledge in certain areas of study which have their basis in general secondary education, and although these are supported in advanced textbooks, it also includes knowledge which comes from the forefront area of its field.

CB02 – Students should be able to apply their knowledge to their work or vocation in a professional manner and they must have the skills which can be seen in the elaboration and defence of argumentations and the resolution of problems within their study area

CB03 – Students should have the skill to gather and interpret relevant data (normally within their study field) so that they can have an informed opinion including a reflection about relevant social, scientific or ethical subjects.

CB04 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB05 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy.

Spanish language in order to be able to produce communication documents.

CG10 - Having a knowledge of the terminology and different techniques used in communication in its informative, persuasive and audio visual aspects.

CG21 - Being able to use communication technologies and tools in the design, visual representation and digital creativity fields in order to express and broadcast creations or fictions in the persuasive communication and entertainment fields.

b. CROSS SKILLS

CT01 - Organizing and planning work in an efficient and motivating way,

CT02 - Using communication skills and constructive criticism in team work.

CT05 - Being able to fit in adequately in multidisciplinary teams and different cultural contexts.

CT07 - Acquiring skills for team leading.

CT09 - Being able to develop ideas and arguments in a reasonable and critical way.

CT10 - Being able to locate and manage documentation and information.

CT11 - Being able to adapt easily to new needs and changes .

CT13 - Generating entrepreneurial and innovative ideas with initiative in project management and design.

CT15 - Having a knowledge of and being able to use the new information technologies.

c. SPECIFIC SKILLS

CE08 – Having a knowledge of and the skills about digital communication processes, functions and structures.

CE15 – Being able to understand messages in social media taking into account communication models and contexts, being aware of the impact of communication technologies in collaborative culture

CE20 – Having a knowledge of the social impact of information and current communication technologies and their influence in the media, the genres, information design and professional routines.

CE21 – Being able to use communication technologies and tools in the design, visual representation and digital creativity fields in order to express and broadcast creations or fictions in the persuasive communication and entertainment fields

CE23 - Having the skill and ability to recover, organize and process information and communication in order to be broadcast, served or treated for private or collective use through different media and formats or for the creation of any type of production.

CE24 - Communication management in the net, particularly on content management platforms and virtual communities.

CE32 - Management of collaborative environments on the Web, using open cloud editing systems

CE35 - Ability to write multimedia content with an informative and promotional approach, taking into account the new digital audience and adapt the messages

3. CONTENT

Service Oriented Architecture (SOA). System virtualization. Strategic models. Remote applications and search engines. Collaborative systems design according to open services. Online platform and social environment configuration. Company reconversion on the internet. Data security. Data recovery.

(SEO) SEARCH ENGINE OPTIMIZATION

1. SUBJECT DESCRIPTION

Degree	Communication
Subject	(SEO) Search Engine Optimization
Module	Module VI. Web Design and Optimization Techniques
Department	Social and Health Science
Semester	Fifth Semester
Total Credits	6
Year	3 th
Type	Basic Training
Language in classroom	Spanish

2. SKILLS

d. BASIC AND GENERAL SKILLS

CB01 - Students should be able to prove their knowledge in certain areas of study which have their basis in general secondary education, and although these are supported in advanced textbooks, it also includes knowledge which comes from the forefront area of its field.

CB02 – Students should be able to apply their knowledge to their work or vocation in a professional manner and they must have the skills which can be seen in the elaboration and defence of argumentations and the resolution of problems within their study area

CB03 – Students should have the skill to gather and interpret relevant data (normally within their study field) so that they can have an informed opinion including a reflection about relevant social, scientific or ethical subjects.

CB04 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB05 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy.

CG21 – Knowledge and editing digital documents through the Internet storage services.

CG10 – Having a knowledge of the terminology and different techniques used in communication in its informative, persuasive and audio visual aspects.

e. CROSS SKILLS

- CT01 - Organizing and planning work in an efficient and motivating way,
- CT02 - Using communication skills and constructive criticism in team work.
- CT03 – Solve problems and make decisions.
- CT05 - Being able to fit in adequately in multidisciplinary teams and different cultural contexts.
- CT07 - Acquiring skills for team leading.
- CT09 - Being able to develop ideas and arguments in a reasonable and critical way.
- CT10 - Being able to locate and manage documentation and information.
- CT11 - Being able to adapt easily to new needs and changes .
- CT13 - Generating entrepreneurial and innovative ideas with initiative in project management and design.
- CT15 - Having a knowledge of and being able to use the new information technologies.

f. SPECIFIC SKILLS

- CE08 – Having a knowledge of and the skills about digital communication processes, functions and structures.
- CE15 – Being able to understand messages in social media taking into account communication models and contexts, being aware of the impact of communication technologies in collaborative culture
- CE20 – Having a knowledge of the social impact of information and current communication technologies and their influence in the media, the genres, information design and professional routines.
- CE25 - Having a knowledge and being able to apply the technologies and systems used for processing, making and transmitting messages through web design.
- CE26 – Having the skill and ability to communicate in multimedia, interactive and animated environments
- CE30 – Knowledge of the main formats of the media present on the Internet and the blogosphere, as well as the language of each one of them.
- CE31 – Optimization of quality in image files, adjusting the result to free formats most commonly used on the web.
- CE34 – Capacity and ability to develop message construction techniques consisting of visual, acoustic and audiovisual images applied to digital representation environments
- CE38 – Ability to structure the audiovisual contents of digital products present in the Network, according to criteria of usability and information management
- CE41 – Capacity for the insertion of internal applications related to the management platform
- CE42 – Learning programming protocols with styles, thus dividing format content, and allowing multiplatform availability: mobile, tablet, desktop
- CE43 - Knowledge of the changing optimization criteria present in Google as the main search engine in the digital world.
- CE44 - Editing and management of textual content, with the application of knowledge learned from SEO, relating them to the language of diffusion itself.
- CE45 - Compression and implementation of the SEO work of a community administrator, based on ethical criteria and good practices.
- CE46: creation of ads in search engines, after selecting the right keywords for the target audience, creating sensitive trademarks.
- CE47 - Capacity and capacity to identify, evaluate and manage emerging demands in online advertising through SEM strategies.
- CE52 - Knowledge of the techniques of monitoring and monitoring of data on the Internet, to control the access and exit of unique users.
- CE53 - Capacity and capacity in web analytics that allows the evaluation of digital

products present on the Internet, making possible a positive feedback.

3. CONTENT

Introduction to search engines. Google as search engine. Pagerank. Web page optimization. Multimedia nomenclature and element normalization. Tagging. Metadata. Information recovery. Intelligent agents. SEO auditory. Action plan. Web popularity campaigns. Competition.

ONLINE MARKETING

1. SUBJECT DESCRIPTION

Degree	Digital Communication
Subject	Online Marketing
Module	Module VIII. Communication and Marketing Strategies
Department	Social and Health Science
Semester	Fifth Semester
Total Credits	6
Year	3 th
Type	Basic Training
Language in classroom	Spanish

2. SKILLS

g. BASIC AND GENERAL SKILLS

CB01 - Students should be able to prove their knowledge in certain areas of study which have their basis in general secondary education, and although these are supported in advanced textbooks, it also includes knowledge which comes from the forefront area of its field.

CB02 – Students should be able to apply their knowledge to their work or vocation in a professional manner and they must have the skills which can be seen in the elaboration and defence of argumentations and the resolution of problems within their study area

CB03 – Students should have the skill to gather and interpret relevant data (normally within their study field) so that they can have an informed opinion including a reflection about relevant social, scientific or ethical subjects.

CB04 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB05 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy.

CG02 - Being able and having the necessary skill to assess a situation and define adequately a communication problem or need from the social sciences stance.

CG08 - Knowledge of the structure, operation and management of companies, with special attention to companies working in digital environments.

CG19 - Know the general fundamentals of marketing and tools that make it up.

CG20– Knowing consumer behavior and organizations operating in the markets.

h. CROSS SKILLS

- CT01 - Organizing and planning work in an efficient and motivating way,
- CT02 - Using communication skills and constructive criticism in team work.
- CT03 – Solve problems and make decisions.
- CT05 - Being able to fit in adequately in multidisciplinary teams and different cultural contexts.
- CT07 - Acquiring skills for team leading.
- CT09 - Being able to develop ideas and arguments in a reasonable and critical way.
- CT10 - Being able to locate and manage documentation and information.
- CT11 - Being able to adapt easily to new needs and changes .
- CT13 - Generating entrepreneurial and innovative ideas with initiative in project management and design.
- CT15 - Having a knowledge of and being able to use the new information technologies.

i. SPECIFIC SKILLS

- CE02 - Knowledge of the constituent elements of the message and formats of persuasive communication.
- CE04 - Understand the functioning of an affiliation network and what are the different agents that act in the process.
- CE10 - Ability to design applied research strategies and formulate knowledge problems in communication.
- CE18 - Being able to apply image composition techniques and procedures to different audio visual formats based on the knowledge of classic laws and of aesthetic and cultural movements of image history with the help of the new information technologies
- CE54 - Knowledge of the fundamental concepts of analysis, planning, as well as the techniques of elaboration of online marketing strategies in public, private and medium and small companies.
- CE55 - Capacity and ability to design new strategic models in the field of content marketing, as well as its implementation in campaigns and actions.
- CE56 - Capacity and ability to identify, assess and manage emerging demands in electronic commerce, helping in the approach and management of e-commerce.

3. CONTENT

Delimitation of Direct Marketing applied to digital environments. Online Marketing tools. Front end strategies. Data gathering. Back end strategies. Customer Lifetime Value. Marketing and digital media. Customer loyalty. Relationship Marketing. Loyalty programmes. Email Marketing. Product making and promotion through electronic leaflets: Newsletters. E branding. E permission

WEB DESIGN

1. SUBJECT DESCRIPTION

Degree	Digital Communication
Subject	Web Design
Module	Module V. Technologies, Tools and New Trends in Communication
Department	Social and Health Science
Semester	Sixth Semester
Total Credits	6
Year	3 th
Type	Basic Training
Language in classroom	Spanish

2. SKILLS

j. BASIC AND GENERAL SKILLS

CB01 - Students should be able to prove their knowledge in certain areas of study which have their basis in general secondary education, and although these are supported in advanced textbooks, it also includes knowledge which comes from the forefront area of its field.

CB02 – Students should be able to apply their knowledge to their work or vocation in a professional manner and they must have the skills which can be seen in the elaboration and defence of argumentations and the resolution of problems within their study area

CB03 – Students should have the skill to gather and interpret relevant data (normally within their study field) so that they can have an informed opinion including a reflection about relevant social, scientific or ethical subjects.

CB04 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB05 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy

CG13 - Being able to understand text and image messages in the media.

CG14 - Having a knowledge of the technologies applied to communication, graphic design and digital content.

CG21 – Knowledge and editing digital documents through the Internet storage services.

CG10 – Having a knowledge of the terminology and different techniques used in

communication in its informative, persuasive and audio visual aspects.

k. CROSS SKILLS

- CT01 - Organizing and planning work in an efficient and motivating way,
- CT02 - Using communication skills and constructive criticism in team work.
- CT05 - Being able to fit in adequately in multidisciplinary teams and different cultural contexts.
- CT07 - Acquiring skills for team leading.
- CT09 - Being able to develop ideas and arguments in a reasonable and critical way.
- CT10 - Being able to locate and manage documentation and information.
- CT11 - Being able to adapt easily to new needs and changes .
- CT13 - Generating entrepreneurial and innovative ideas with initiative in project management and design.
- CT15 - Having a knowledge of and being able to use the new information technologies.

l. SPECIFIC SKILLS

- CE08 – Having a knowledge of and the skills about digital communication processes, functions and structures.
- CE15 – Being able to understand messages in social media taking into account communication models and contexts, being aware of the impact of communication technologies in collaborative culture
- CE20 – Having a knowledge of the social impact of information and current communication technologies and their influence in the media, the genres, information design and professional routines.
- CE21 – Being able to use communication technologies and tools in the design, visual representation and digital creativity fields in order to express and broadcast creations or fictions in the persuasive communication and entertainment fields
- CE25 - Having a knowledge and being able to apply the technologies and systems used for processing, making and transmitting messages through web design.
- CE26 – Having the skill and ability to communicate in multimedia, interactive and animated environments
- CE28 – Capacity and ability to express effective communication, knowing how to make hypertext, interactive and visual resources that are more suitable for different media.
- CE30 – Knowledge of the main formats of the media present on the Internet and the blogosphere, as well as the language of each one of them.
- CE31 – Optimization of quality in image files, adjusting the result to free formats most commonly used on the web.
- CE34 – Capacity and ability to develop message construction techniques consisting of visual, acoustic and audiovisual images applied to digital representation environments.
- CE35 - Ability to write multimedia content with an informative and promotional approach, taking into account the new digital audience and adapt the messages
- CE36 – Knowledge of digital layout systems existing in the market, and generation of multimedia products.
- CE37 - Web adaptability according to the regulations of accessibility and correct visualization of the contents in digital environments.
- CE38 – Ability to structure the audiovisual contents of digital products present in the Network, according to criteria of usability and information management
- CE41 – Capacity for the insertion of internal applications related to the management

platform

CE42 – Learning programming protocols with styles, thus dividing format content, and allowing multiplatform availability: mobile, tablet, desktop.

CE43 - Knowledge of the changing optimization criteria present in Google as the main search engine in the digital world.

CE44 - Editing and management of textual content, with the application of knowledge learned from SEO, relating them to the language of diffusion itself.

CE45 - Compression and implementation of the SEO work of a community administrator, based on ethical criteria and good practices.

CE46: creation of ads in search engines, after selecting the right keywords for the target audience, creating sensitive trademarks.

CE47 - Capacity and capacity to identify, evaluate and manage emerging demands in online advertising through SEM strategies.

CE52 - Knowledge of the techniques of monitoring and monitoring of data on the Internet, to control the access and exit of unique users.

CE53 - Capacity and capacity in web analytics that allows the evaluation of digital products present on the Internet, making possible a positive feedback.

3. CONTENT

Web colour and typography. Colour management. Legibility. Image formats and optimization for the web. Html documents and CSS style sheets. Html document structure and variables. Tags, characteristics and links. Html5. Web design software. Interface and work environment. Web site structure. Publications. Servers and domain. Usability and evaluation methods. Accessibility and validation. 2.0 tools.

DIGITAL IDENTITY AND ONLINE REPUTATION

1. SUBJECT DESCRIPTION

Degree	Digital Communication
Subject	Digital Identity and Online Reputation
Module	Module VIII. Communication and Digital Marketing Strategies
Department	Social and Health Science
Semester	Sixth Semester
Total Credits	6
Year	3 th
Type	Basic Training
Language in classroom	Spanish

2. SKILLS

m. BASIC AND GENERAL SKILLS

CB01 - Students should be able to prove their knowledge in certain areas of study which have their basis in general secondary education, and although these are supported in advanced textbooks, it also includes knowledge which comes from the forefront area of its field.

CB02 – Students should be able to apply their knowledge to their work or vocation in a professional manner and they must have the skills which can be seen in the elaboration and defence of argumentations and the resolution of problems within their study area

CB03 – Students should have the skill to gather and interpret relevant data (normally within their study field) so that they can have an informed opinion including a reflection about relevant social, scientific or ethical subjects.

CB04 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB05 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy.

CG08 - Knowledge of the structure, operation and management of companies, with special attention to companies working in digital environments.

CG10 - Having a knowledge of the terminology and different techniques used in

communication in its informative, persuasive and audio visual aspects.
CG13 - Being able to understand text and image messages in the media.
CG15 - Knowledge of the fundamentals of persuasive communication.

n. CROSS SKILLS

CT01 - Organizing and planning work in an efficient and motivating way,
CT02 - Using communication skills and constructive criticism in team work.
CT05 - Being able to fit in adequately in multidisciplinary teams and different cultural contexts.
CT07 - Acquiring skills for team leading.
CT09 - Being able to develop ideas and arguments in a reasonable and critical way.
CT10 - Being able to locate and manage documentation and information.
CT11 - Being able to adapt easily to new needs and changes .
CT13 - Generating entrepreneurial and innovative ideas with initiative in project management and design.
CT15 - Having a knowledge of and being able to use the new information technologies.

o. SPECIFIC SKILLS

CE08 – Having a knowledge of and the skills about digital communication processes, functions and structures.
CE09 - Ability to systematize, compare and relate contemporary phenomena of communication as well as ability to adequately expose the results of research orally or by audiovisual or computer media in accordance with the canons of communication disciplines
CE15 – Being able to understand messages in social media taking into account communication models and contexts, being aware of the impact of communication technologies in collaborative culture.
CE24 - Management of network communication, particularly in content management platforms and social networks.
CE26 – Having the skill and ability to communicate in multimedia, interactive and animated environments.
CE27 - Ability to structure virtual communities in social media, learning tools and trends in the treatment of people and data content and programming.
CE33 - Ability to read, interpret and analyze texts and documents on any relevant subject and synthesis techniques or adaptation to the public of the digital environment.
CE34 – Capacity and ability to develop message construction techniques consisting of visual, acoustic and audiovisual images applied to digital representation environments
CE35 - Ability to write multimedia content with an informative and promotional approach, taking into account the new digital audience and adapt the messages
CE50 - Knowledge of new paradigms and strategic processes in the creation of digital identity in public and private institutions.
CE51 - Knowledge about online reputation control and internal messaging tasks.
CE57 - Analyze and know the phenomenon of collaborative consumption in the network, its social reach and the business models that derive from it

3. CONTENT

Definition and characteristics. Types of identity: Companies, individuals and minors. Reputation management. Brand and social media. Transparency on the Internet. Legal aspects. Following and research methods. Influence study. Crisis management. Social involvement.

CONTENT PLATFORM MANAGEMENT

1. SUBJECT DESCRIPTION

Degree	Digital Communication
Subject	Content Platform Management
Module	Module VII. Content Management Systems
Department	Social and Health Science
Semester	Sixth Semester
Total Credits	6
Year	3 th
Type	Basic Training
Language in classroom	Spanish

2. SKILLS

p. BASIC AND GENERAL SKILLS

CB01 - Students should be able to prove their knowledge in certain areas of study which have their basis in general secondary education, and although these are supported in advanced textbooks, it also includes knowledge which comes from the forefront area of its field.

CB02 – Students should be able to apply their knowledge to their work or vocation in a professional manner and they must have the skills which can be seen in the elaboration and defence of argumentations and the resolution of problems within their study area

CB03 – Students should have the skill to gather and interpret relevant data (normally within their study field) so that they can have an informed opinion including a reflection about relevant social, scientific or ethical subjects.

CB04 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB05 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy.

CG13 – Being able to understand text and image messages in the media.

CG14 – Having a knowledge of the technologies applied to communication, graphic design and digital content.

CG21 – Knowledge and editing digital documents through the Internet storage services.

CG10 – Having a knowledge of the terminology and different techniques used in

communication in its informative, persuasive and audio visual aspects.

q. CROSS SKILLS

- CT01 - Organizing and planning work in an efficient and motivating way,
- CT02 - Using communication skills and constructive criticism in team work.
- CT03 – Solve problems and make decisions.
- CT05 - Being able to fit in adequately in multidisciplinary teams and different cultural contexts.
- CT07 - Acquiring skills for team leading.
- CT09 - Being able to develop ideas and arguments in a reasonable and critical way.
- CT10 - Being able to locate and manage documentation and information.
- CT11 - Being able to adapt easily to new needs and changes.
- CT13 - Generating entrepreneurial and innovative ideas with initiative in project management and design.
- CT15 - Having a knowledge of and being able to use the new information technologies

r. SPECIFIC SKILLS

- CE08 – Having a knowledge of and the skills about digital communication processes, functions and structures.
- CE15 – Being able to understand messages in social media taking into account communication models and contexts, being aware of the impact of communication technologies in collaborative culture
- CE20 – Having a knowledge of the social impact of information and current communication technologies and their influence in the media, the genres, information design and professional routines.
- CE21 – Being able to use communication technologies and tools in the design, visual representation and digital creativity fields in order to express and broadcast creations or fictions in the persuasive communication and entertainment fields
- CE22 - Having the skill and ability to prioritize any type of source or document (written, sound, visual et cetera) according to the rules of journalistic, advertising and audio visual designs.
- CE23 - Having the skill and ability to recover, organize and process information and communication in order to be broadcast, served or treated for private or collective use through different media and formats or for the creation of any type of production.
- CE24 - Communication management in the net, particularly on content management platforms and virtual communities.
- CE25 - Having a knowledge and being able to apply the technologies and systems used for processing, making and transmitting messages through web design.
- CE26 – Having the skill and ability to communicate in multimedia, interactive and animated environments
- CE28 – Capacity and ability to express effective communication, knowing how to make hypertext, interactive and visual resources that are more suitable for different media.
- CE30 – Knowledge of the main formats of the media present on the Internet and the blogosphere, as well as the language of each one of them.
- CE32 - Management of collaborative environments on the Web, using open cloud editing systems.
- CE33 - Ability to read, interpret and analyze texts and documents on any relevant subject and synthesis techniques or adaptation to the public of the digital environment.

CE34 – Capacity and ability to develop message construction techniques consisting of visual, acoustic and audiovisual images applied to digital representation environments.
CE35 - Ability to write multimedia content with an informative and promotional approach, taking into account the new digital audience and adapt the messages
CE36 – Knowledge of digital layout systems existing in the market, and generation of multimedia products.
CE37 - Web adaptability according to the regulations of accessibility and correct visualization of the contents in digital environments.
CE38 – Ability to structure the audiovisual contents of digital products present in the Network, according to criteria of usability and information management
CE39 – Advanced knowledge of content management platforms further expanded in the enterprise market.
CE40 – Advanced learning tasks embedding multimedia objects in the CMS.
CE41 – Capacity for the insertion of internal applications related to the management platform.

3. CONTENT

Content Platform Management: collaborative work. Indexation and information formats. User management. Workflow. Requirements and maintenance: technology, license, stability and updates. Product positioning. Applications. Strategic elements for knowledge management. Project management. Content broadcast.

(SEM) SEARCH ENGINE MARKETING

1. SUBJECT DESCRIPTION

Degree	Digital Communication
Subject	(SEM) Search Engine Marketing
Module	Module VI. Web Design and Positioning Techniques
Department	Social and Health Science
Semester	Sixth Semester
Total Credits	6
Year	3 th
Type	Basic Training
Language in classroom	Spanish

2. SKILLS

s. BASIC AND GENERAL SKILLS

CB01 - Students should be able to prove their knowledge in certain areas of study which have their basis in general secondary education, and although these are supported in advanced textbooks, it also includes knowledge which comes from the forefront area of its field.

CB02 – Students should be able to apply their knowledge to their work or vocation in a professional manner and they must have the skills which can be seen in the elaboration and defence of argumentations and the resolution of problems within their study area

CB03 – Students should have the skill to gather and interpret relevant data (normally within their study field) so that they can have an informed opinion including a reflection about relevant social, scientific or ethical subjects.

CB04 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB05 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy.

CG13 – Being able to understand text and image messages in the media.

CG14 – Having a knowledge of the technologies applied to communication, graphic design and digital content.

CG19 - Know the general fundamentals of marketing and tools that make it up.

CG21 – Knowledge and editing digital documents through the Internet storage services.

CG10 – Having a knowledge of the terminology and different techniques used in communication in its informative, persuasive and audio visual aspects

I. CROSS SKILLS

- CT01 - Organizing and planning work in an efficient and motivating way,
- CT02 - Using communication skills and constructive criticism in team work.
- CT03 – Solve problems and make decisions.
- CT05 - Being able to fit in adequately in multidisciplinary teams and different cultural contexts.
- CT07 - Acquiring skills for team leading.
- CT09 - Being able to develop ideas and arguments in a reasonable and critical way.
- CT10 - Being able to locate and manage documentation and information.
- CT11 - Being able to adapt easily to new needs and changes.
- CT13 - Generating entrepreneurial and innovative ideas with initiative in project management and design.
- CT15 - Having a knowledge of and being able to use the new information technologies

II. SPECIFIC SKILLS

- CE08 – Having a knowledge of and the skills about digital communication processes, functions and structures.
- CE15 – Being able to understand messages in social media taking into account communication models and contexts, being aware of the impact of communication technologies in collaborative culture
- CE20 – Having a knowledge of the social impact of information and current communication technologies and their influence in the media, the genres, information design and professional routines.
- CE21 – Being able to use communication technologies and tools in the design, visual representation and digital creativity fields in order to express and broadcast creations or fictions in the persuasive communication and entertainment fields
- CE25 - Having a knowledge and being able to apply the technologies and systems used for processing, making and transmitting messages through web design.
- CE26 – Having the skill and ability to communicate in multimedia, interactive and animated environments
- CE28 – Capacity and ability to express effective communication, knowing how to make hypertext, interactive and visual resources that are more suitable for different media.
- CE30 – Knowledge of the main formats of the media present on the Internet and the blogosphere, as well as the language of each one of them.
- CE31 – Optimization of quality in image files, adjusting the result to free formats most commonly used on the web.
- CE34 – Capacity and ability to develop message construction techniques consisting of visual, acoustic and audiovisual images applied to digital representation environments.
- CE35 - Ability to write multimedia content with an informative and promotional approach, taking into account the new digital audience and adapt the messages
- CE36 – Knowledge of digital layout systems existing in the market, and generation of multimedia products.
- CE37 - Web adaptability according to the regulations of accessibility and correct visualization of the contents in digital environments.
- CE38 – Ability to structure the audiovisual contents of digital products present in the Network, according to criteria of usability and information management
- CE42 – Learning programming protocols with styles, thus dividing format content, and

allowing multiplatform availability: mobile, tablet, desktop.

CE43 - Knowledge of the changing optimization criteria present in Google as the main search engine in the digital world.

CE44 - Editing and management of textual content, with the application of knowledge learned from SEO, relating them to the language of diffusion itself.

CE45 - Compression and implementation of the SEO work of a community administrator, based on ethical criteria and good practices.

CE46: creation of ads in search engines, after selecting the right keywords for the target audience, creating sensitive trademarks.

CE47 - Capacity and capacity to identify, evaluate and manage emerging demands in online advertising through SEM strategies.

CE53 - Capacity and capacity in web analytics that allows the evaluation of digital products present on the Internet, making possible a positive feedback.

3. CONTENT

Advertising types and models on the internet. Traditional media, digital media and social media. Digital advertising market. Marketing on search engines: Google Adwords. Textual campaigns based on key words. Banners and advertising spaces on the internet. Online video promotion. In search of the perfect campaign. Special actions. Success cases.

DIGITAL MEDIA PLANNING

1. SUBJECT DESCRIPTION

Degree	Digital Communication
Subject	Digital Media Planning
Module	Module VII. Communication and Digital Marketing Strategies
Department	Social and Health Science
Semester	Sixth Semester
Total Credits	6
Year	3 th
Type	Basic Training
Language in classroom	Spanish

2. SKILLS

v. BASIC AND GENERAL SKILLS

CB01 - Students should be able to prove their knowledge in certain areas of study which have their basis in general secondary education, and although these are supported in advanced textbooks, it also includes knowledge which comes from the forefront area of its field.

CB02 – Students should be able to apply their knowledge to their work or vocation in a professional manner and they must have the skills which can be seen in the elaboration and defence of argumentations and the resolution of problems within their study area

CB03 – Students should have the skill to gather and interpret relevant data (normally within their study field) so that they can have an informed opinion including a reflection about relevant social, scientific or ethical subjects.

CB04 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB05 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy.

CG02 - Being able and having the necessary skill to assess a situation and define adequately a communication problem or need from the social sciences stance.

CG08 - Knowledge of the structure, operation and management of companies, with special attention to companies working in digital environments.

CG10 – Having a knowledge of the terminology and different techniques used in communication in its informative, persuasive and audio visual aspects.

CG13 - Being able to understand text and image messages in the media.

w. CROSS SKILLS

- CT01 - Organizing and planning work in an efficient and motivating way,
- CT02 - Using communication skills and constructive criticism in team work.
- CT05 - Being able to fit in adequately in multidisciplinary teams and different cultural contexts.
- CT07 - Acquiring skills for team leading.
- CT09 - Being able to develop ideas and arguments in a reasonable and critical way.
- CT10 - Being able to locate and manage documentation and information.
- CT11 - Being able to adapt easily to new needs and changes .
- CT13 - Generating entrepreneurial and innovative ideas with initiative in project management and design.
- CT15 - Having a knowledge of and being able to use the new information technologies.

x. SPECIFIC SKILLS

- CE01 – Domain of promotion techniques through social networks.
- CE08 – Having a knowledge of and the skills about digital communication processes, functions and structures.
- CE09 - Ability to systematize, compare and relate contemporary phenomena of communication as well as ability to adequately expose the results of research orally or by audiovisual or computer media in accordance with the canons of communication disciplines
- CE15 – Being able to understand messages in social media taking into account communication models and contexts, being aware of the impact of communication technologies in collaborative culture.
- CE15 –
- CE24 - Management of network communication, particularly in content management platforms and social networks.
- CE26 – Having the skill and ability to communicate in multimedia, interactive and animated environments.
- CE27 - Ability to structure virtual communities in social media, learning tools and trends in the treatment of people and data content and programming.
- CE28 – Capacity and ability to express effective communication, knowing how to make hypertext, interactive and visual resources that are more suitable for different media.
- CE29 –
- CE32 – Management of collaborative environments on the Web, using open cloud editing systems.
- CE33 - Ability to read, interpret and analyze texts and documents on any relevant subject and synthesis techniques or adaptation to the public of the digital environment.
- CE35 - Ability to write multimedia content with an informative and promotional approach, taking into account the new digital audience and adapt the messages
- CE50 - Knowledge of new paradigms and strategic processes in the creation of digital identity in public and private institutions.
- CE51 - Knowledge about online reputation control and internal messaging tasks.
- CE57 - Analyze and know the phenomenon of collaborative consumption in the network, its social reach and the business models that derive from it

3. CONTENT

The planning process. Introduction to new social media strategies. Interaction with the marketing plans for the Internet. Adaptation capability and trends. Ratings research and trend studies. Structural basis. Planning for audio visual media. Interactivity in digital environments. Media plan.