DEGREE IN DIGITAL COMMUNICATION

FOURTH YEAR

Campus CEADE, Isla de la Cartuja. Sevilla.

DEGREE IN DIGITAL COMMUNICATION

Year	4th

Communication Company	First Semester	
Research Techniques in Communication	First Semester	
Web Monitoring and Analysis	First Semester	
Usability and Web Experience	First Semester	
Augmented reality	First Semester	Op
Systems of Collaborative Consumption in the Network	First Semester	Op
Gender and NTIC	First Semester	Op
Advanced Content Management Systems	First Semester	Op
Social Media Management	Second Semester	
Electronic Commerce	Second Semester	
New Mobile Devices and Applications	Second Semester	

COMMUNICATION COMPANY

1. SUBJECT DESCRIPTION

Degree	Digital Communication
Subject	**Communication Company**
Module	Module IV. History and strucutre of media
Departament	Social and Health Science
Semester	Seventh Semester
Total Credits	6
Year	4th
Type	Optional Training
Lenguage in classroom	Spanish

2. SKILLS

a. BASIC AND GENERAL SKILLS

CB1 - 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.

CB2 – 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

CB 3 – 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.

CB 4 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB 5 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy

CG1 - Having a knowledge of the economic, political, legal, social and cultural environment in which communication takes place.

CG8 - Having the knowledge of the structure, workings and management of a Company, paying special attention to communication media, the advertising company and the Public Relations company.

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

CE06 -   Analytical and instrumental skills in informative reality, information structure, processes, functions and techniques.
CE09 -   Being able to systematize, compare and relate current communication phenomena as well as having the ability to lay out in an adequate way the results from the research orally or by using audio visual or computer assisted means according to communication discipline standards.
CE13 -   Having a knowledge of the structure and management of communication media as well as the different formats and mediums throughout history and nowadays.
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.

3. CONTENT

The communication Company. Characteristics. Communication industry. Trends. Administration and management in communication companies. Roles and skills. Strategic planning. Concept and control types. News company organization. Its structural, job and connection designs. Human Resources management. Job analysis. Administration. Company legal forms. Business plan description.

1. SUBJECT DESCRIPTION

Degree	Digital Communication
Subject	**Research Techniques in Communication**
Module	Module VI: Web Design and Positioning Techniques
Departament	Social and Health Science
Semester	Seventh Semester
Total Credits	6
Year	4th
Type	Basic Training
Lenguage 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.

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

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.

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

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CG06 - Developing the skills which will enable students to think about communication, not only from the view point of professional practice but also for its own role, importance, projection and consequences in the individual, social, cultural and political 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.

e. 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

f. 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.

CE09 – Being able to systematize, compare and relate current communication phenomena as well as having the ability to lay out in an adequate way the results from the research orally or by using audio visual or computer assisted means according to communication discipline standards

CE10 – Disgnin capacity of strategies basic innovation or application and formulation problem of communication and connocement of process, methodology and investigation, also write presentation and defense investigation work.

CE11 –

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

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

Specialized journalistic information. Area characteristics and structure. Functions. Production process. Valuation general criteria. Sections, areas and blocs. Elaboration sources. Main styles and genres. Trends

WEB MONITORING AND ANALYSIS

1. SUBJECT DESCRIPTION

Degree	Digital Communication
Subject	**Web Monitoring and Analysis**
Module	Module VI: Web Design and Positioning Techniques
Departament	Social and Health Science
Semester	Seventh Semester
Total Credits	6
Year	4th
Type	Basic Training
Lenguage in classroom	Spanish

2. SKILLS

g. BASIC AND GENERAL SKILLS

CB1 - 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.

CB2 – 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

CB 3 – 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.

CB 4 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB 5 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy

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.

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.

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

CE20 Having a knowledge of the social impact of news technologies and of current communication and their influence on the media content, the genres, information design / the design of information and professional routines.
CE21 Being able to use communication technologies and tools in the field of design, visual representation and digital creativity and its application in Digital Communication
CE25 Having a knowledge and being able to apply the technologies and systems used to process, produce and broadcast messages through web design.
CE52 Having a knowledge of the following techniques and data monitoring on the internet so that they can be used for controlling the access and exit of single users.
CE53 Having the ability and skill for web analysis which allows the evaluation of digital products present on the internet, making a positive feedback possible in this way.

3. CONTENT

Web measuring and analysis in the social media era. Metrics and dimensions. Basic analysis. Advanced analysis. Social analysis. Key Performance Indicators (KPIs) and control panel. Report production: media and funnel conversion. Investment recovery studies. Automatic applications for the making of statistics and graphs.

1. SUBJECT DESCRIPTION

Degree	Digital Communication
Subject	**Usability and Web Experience**
Module	Module VI. Specialized optional subject (multimedia system and technology platforms)
Departament	Social and Health Science
Semester	Seventh Semester
Total Credits	6
Year	4th
Type	Basic Training
Lenguage in classroom	Spanish

2. SKILLS

j. BASIC AND GENERAL SKILLS

CB1 - 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.

CB2 – 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

CB 3 – 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.

CB 4 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB 5 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy

CG08- Having a knowledge of company structure, workings and management, paying special attention to those companies which work in digital environments.

CG09 - Having a knowledge of the state of the world and its recent historic evolution, paying special attention to Europe, Latin America and the Mediterranean, as well as understanding its basic parametres.

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.
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 .

k. CROSS SKILLS

CT01 - Organizing and planning work in an efficient and motivating way,
CT02 - Using communication skills and constructive criticism in team work.
CT03 - Problem solving and decision making.
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

CE20 Having a knowledge of the social impact of news technologies and of current communication and their influence on the media content, the genres, information design / the design of information and professional routines.
CE21 Being able to use communication technologies and tools in the field of design, visual representation and digital creativity and its application in Digital Communication
CE25 Having a knowledge and being able to apply the technologies and systems used to process, produce and broadcast messages through web design.
CE36 Having a knowledge of the digital layout systems available on the market, and producing multimedia content.
CE37 Web adaptability according to accessibility rules and correct content visualization in digital environments.
CE38 Having the ability to organize audio visual content of the digital products available on the internet, paying attention to usability and information order criteria.

3. CONTENT

Introduction to usability. Web accessibility. Adaptation for people with disabilities. User based design. Content organization, structure and description. Information architecture. Aesthetics, emotional design and user experience.

Requirement identification. Validation tools. Result analysis. Normalization W3C. International standards.

AUGMENTED REALITY

1. SUBJECT DESCRIPTION

Degree	Digital Communication
Subject	**Augmented reality**
Module	Module V. Technologies, Tools and New Trends in Communication
Departament	Social and Health Science
Semester	Seventh Semester
Total Credits	6
Year	4th
Type	Optional Training
Lenguage in classroom	Spanish

2. SKILLS

m. BASIC AND GENERAL SKILLS

CB1 - 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.

CB2 – 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

CB 3 – 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.

CB 4 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB 5 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy

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

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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.

n. CROSS SKILLS

CT01 -   Organizing and planning work in an efficient and motivating way,
CT02 -   Using communication skills and constructive criticism in team work.
CT03 -   Problem solving and decision making.
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

CE21 Being able to use communication technologies and tools in the field of design, visual representation and digital creativity and its application in Digital Communication
CE26 Having the skill and ability for communication in multimedia, interactive and animated environments
CE28 Having the skill and ability to express oneself with communicative efficiency, knowing how to use the hyper textual, interactive and visual resources which are more appropriate for each media
CE36 Having a knowledge of the digital layout systems available on the market, and producing multimedia content.
CE48 Having a knowledge of the mobile applications which are more adequate to each profession as well as being proficient in their use in order to save time and costs.
CE49 Designing of both information formats and new communication media, as well as having the knowledge and being familiar with the use of new devices and applications.

3. CONTENT

Introduction to augmented reality technologies. Three-dimensional representation systems. Geopositioning of objects. Typology of devices (glasses, smartphones, HMD). Products in the market. Professional and consumer applications. Ethics and use. Future perspectives.

1. SUBJECT DESCRIPTION

Degree	Digital Communication
Subject	**Systems of Collaborative Consumption in the Network**
Module	Module VIII. Communication Strategies and Digital Marketing
Departament	Social and Health Science
Semester	Seventh Semester
Total Credits	6
Year	4th
Type	Optional Training
Lenguage in classroom	Spanish

2. SKILLS

p. BASIC AND GENERAL SKILLS

CB1 - 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.

CB2 – 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

CB 3 – 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.

CB 4 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB 5 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy

CG08- Having a knowledge of company structure, workings and management, paying special attention to those companies which work in digital environments.

CG17 - Knowledge of the legal system of information and communication, which establishes the framework for professional practice

CG18 - Having a knowledge of the professional ethics which refer not only to

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professional practice but also to the limits of freedom of speech and to the ethical behavior which must direct the acts of reporters and communicators.
CG20- Having a knowledge of consumer behaviour as well as that of the organizations which operate in the markets.

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 - Problem solving and decision making.
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

CE01 Having a good command of the promotion techniques used on social media
CE02 Having a knowledge of the elements which make up the message and persuasive communication formats.
CE35 Having the ability to write multimedia content from an informative and promotional viewpoint, taking into account the new digital audience and adapting the messages.
CE36 Having a knowledge of the digital layout systems available on the market, and producing multimedia content.
CE55 Having the ability and skill to design strategic models in the content marketing field, as well as its implementation in campaigns and events.
CE57 Analysing and having a knowledge of the phenomenon of collaborative consumption on the internet and the business models which derive from it.

3. CONTENT

Theoretical and instrumental analysis of the phenomenon of collaborative consumption in the network. Sociological perspectives of collaborative consumption in the network. Analysis of the different systems and collaborative consumption platforms. Collaborative consumption in social networks. Collaborative consumption in open platforms. Forms of interaction and communication between individuals who demand and offer products. Legal aspects

GENDER AND NTIC

1. SUBJECT DESCRIPTION

Degree	Digital Communication
Subject	**Gender and NTIC**
Module	Module III. Communication Theory, Techniques and Research.
Departament	Social and Health Science
Semester	Seventh Semester
Total Credits	6
Year	4th
Type	Optional Training
Lenguage in classroom	Spanish

2. SKILLS

s. BASIC AND GENERAL SKILLS

CB1 - 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.

CB2 – 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

CB 3 – 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.

CB 4 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB 5 – 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.

CG03 - Ability to use constitutional principles and values as a working tool in the

performance of communicative activities, particularly fundamental rights and the principle of equality.

CG06 - Developing the skills which will enable students to think about communication, not only from the view point of professional practice but also for its own role, importance, projection and consequences in the individual, social, cultural and political 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.

t. CROSS SKILLS

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

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

CT03 - Problem solving and decision making.

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.

u. SPECIFIC SKILLS

CE09 Having the ability to systematize, compare and establish a relationship between current communication phenomena as well as the ability to explain in an appropriate way the results of the research orally or by means of audio visual or computer means according to the standards of communication disciplines.

CE11 Developing heuristic skills in the formulation of new interpretations and hypothesis construction in order to tackle the acquisition of knowledge and culture from a complex viewpoint.

CE15 Having the ability to understand the messages from the social media taking into account the communication models and contexts, being aware of the impact of communication technologies in collaborative culture on the internet.

CE17 Being aware of the role that the communication media and the professional people in communication media have played in the defence of freedom of speech throughout history.

CE20 Having a knowledge of the social impact of news technologies and of current communication and their influence on the media content, the genres, information design / the design of information and professional routines.

3. CONTENT

Gender gap and digital inclusion. Technologies for development. Media and equality. Knowledge networks. The potential of social networks in education for gender equality.

Cultural stereotypes through the image in TIC´S. Strategies for an inclusive knowledge society. Sample of experiences for cibercomunicación.

ADVANCED CONTENT MANAGEMENT SYSTEMS

1. SUBJECT DESCRIPTION

Degree	Digital Communication
Subject	**Advanced Content Management Systems**
Module	Module VII. Content Management System
Departament	Social and Health Science
Semester	Seventh Semester
Total Credits	6
Year	4th
Type	Optional Training
Lenguage in classroom	Spanish

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2. SKILLS

v. BASIC AND GENERAL SKILLS

CB1 - 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.

CB2 – 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

CB 3 – 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.

CB 4 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB 5 – 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- Having a knowledge of the general basis of Marketing and its tools.

CG21- Having a knowledge of digital documents and their editing using the storing services on the Internet.

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

w. CROSS SKILLS

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

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

CT03 - Problem solving and decision making.

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

CE08 Having a knowledge and skills about the processes, functions and structures of Digital Communication.

CE20 Having a knowledge of the social impact of news technologies and of current communication and their influence on the media content, the genres, information design / the design of information and professional routines.

CE21 Being able to use communication technologies and tools in the field of design, visual representation and digital creativity and its application in Digital Communication

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

CE23 Having the skill and ability to recover, organize, analyse and process information and communication so that it can be broadcast, served or treated for private or collective use by different media and formats, or in the creation of any type of production.

CE24 Communication management on the internet, particularly on content management platforms and social media.

CE25 Having a knowledge and being able to apply the technologies and systems used to process, produce and broadcast messages through web design.

CE26 Having the skill and ability for communication in multimedia, interactive and animated environments

CE28 Having the skill and ability to express oneself with communicative efficiency, knowing how to use the hyper textual, interactive and visual resources which are more appropriate for each media

CE30 Having a knowledge of the main communication media formats on the internet and blogosphere as well as the specific language types for each one of them.

CE32 Management of collaborative environments on the internet using the free editing systems in the cloud.

CE33 Being able to read, interpret and analyse texts and documents about any relevant subject and summary techniques or adaptation to a digital environment audience.

CE34 Having the skill and ability to develop message production techniques made up of visual, sound and audio visual images applied to digital representation environments.

CE35 Having the ability to write multimedia content from an informative and promotional viewpoint, taking into account the new digital audience and adapting the messages.

CE36 Having a knowledge of the digital layout systems available on the market, and producing multimedia content.

CE37 Web adaptability according to accessibility rules and correct content visualization in digital environments.

CE38 Having the ability to organize audio visual content of the digital products available on the internet, paying attention to usability and information order criteria.

CE39 Having advanced knowledge of the content management platforms more widely used in the business market.

CE40 Advanced learning skills for inserting multimedia objects in the CMS

CE41 Having the skill for inserting internal applications compatible with the management platform

CE42 Programming style protocol learning, thus dividing the format content and allowing multiplatform availability: mobile phone, tablet, lap top et cetera.

3. CONTENT

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Content management at an advanced level. Structure and usability in CMS. Installation using FTP. Domains and hosting. Control panels. Positioning strategies applied to professional web applications. Other platforms for knowledge management. Installation and configuration with Joomla. Introduction and structure of information with Drupal.

SOCIAL MEDIA MANAGEMENT

1. SUBJECT DESCRIPTION

Degree	Digital Communication
Subject	**Social Media Management**
Module	Module VIII. Communication and Marketing Strategies
Departament	Social and Health Science
Semester	Seventh Semester
Total Credits	6
Year	4th
Type	Basic Training
Lenguage in classroom	Spanish

2. SKILLS

CB1 - 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.

CB2 – 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

CB 3 – 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.

CB 4 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB 5 – 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- Having a knowledge of company structure, workings and management, paying special attention to those companies which work 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.

a. CROSS SKILLS

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

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

CT03 - Problem solving and decision making.

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.

b. SPECIFIC SKILLS

CE01 Having a good command of the promotion techniques used on social media.

CE15 Having the ability to understand the messages from the social media taking into account the communication models and contexts, being aware of the impact of communication technologies in collaborative culture on the internet.

CE24 Communication management on the internet, particularly on content management platforms and social media.

CE26 Having the skill and ability for communication in multimedia, interactive and

animated environments

CE27 Having the skill to organize virtual communities on the social media, learning the tools and trends in the treatment of people and data and of content programming.

CE28 Having the skill and ability to express oneself with communicative efficiency, knowing how to use the hyper textual, interactive and visual resources which are more appropriate for each media

CE29 Having the ability and skill to recognize and know the specific language types for each digital communication media and social media

CE35 Having the ability to write multimedia content from an informative and promotional viewpoint, taking into account the new digital audience and adapting the messages.

3. CONTENT

Virtual community predecessors. The social media professional person. Writing for social media. Netiquette. Blog publication. Content syndication. Social communication tools and applications. Facebook as a promotion tool. Networking. Future Outlook.

ELECTRONIC COMMERCE

1. SUBJECT DESCRIPTION

Degree	Digital Communication
Subject	**Electronic Commerce**
Module	Module VIII. Communication and Marketing Strategies
Departament	Social and Health Science

SAN ISIDORO
CENTRO UNIVERSITARIO

Adscrito

UNIVERSIDAD
PABLO DE OLAVIDE
SEVILLA

Semester	Eighth Semester
Total Credits	6
Year	4th
Type	Basic Training
Lenguage in classroom	Spanish

2. SKILLS

y. BASIC AND GENERAL SKILLS

CB1 - 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.

CB2 – 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

CB 3 – 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.

CB 4 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB 5 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy.

CG01 - Having a knowledge of the economic, political, legal, social and cultural environment in which communication takes place.

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- Having a knowledge of company structure, workings and management, paying special attention to those companies which work in digital environments.

CG09 - Having a knowledge of the state of the world and its recent historic evolution, paying special attention to Europe, Latin America and the Mediterranean, as well as understanding its basic parametres.

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

CG15 - Having a knowledge of the basics for persuasive communication.

CG17 - Knowledge of the legal system of information and communication, which establishes the framework for professional practice

CG19- Having a knowledge of the general basis of Marketing and its tools.

CG20- Having a knowledge of consumer behaviour as well as that of the organizations which operate in the markets.

c. CROSS SKILLS

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

CT02 - Using communication skills and constructive criticism in team work.
CT03 - Problem solving and decision making.
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.

d. SPECIFIC SKILLS

CE01 Having a good command of the promotion techniques used on social media.
CE02 Having a knowledge of the elements which make up the message and persuasive communication formats.
CE04 Understanding the way an affiliate network works and what are the different agents which intervene in the process.
CE35 Having the ability to write multimedia content from an informative and promotional viewpoint, taking into account the new digital audience and adapting the messages.
CE36 Having a knowledge of the digital layout systems available on the market, and producing multimedia content.
CE56 Having the ability and skill to identify, evaluate and manage pop- up Windows in electronic commerce, helping in the planning and management of e commerce.

3. CONTENT

History of electronic commerce. Legal characteristics for content use on the internet. Legal Marketing. General purpose and specific e- commerce platforms and social commerce. Product management open systems. Online sales and virtual shops. Payment methods. Privacy. Collaborative consumption on the internet.

NEW MOBILE DEVICES AND APPLICATIONS

1. SUBJECT DESCRIPTION

Degree	Digital Communication
Subject	**New Mobile Devices and**

Applications	
Module	Module V. Technologies, Tools and New Trends in Communication
Departament	Social and Health Science
Semester	Eighth Semester
Total Credits	6
Year	4th
Type	Basic Training
Lenguage in classroom	Spanish

2. SKILLS

z. BASIC AND GENERAL SKILLS

CB1 - 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.

CB2 – 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

CB 3 – 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.

CB 4 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB 5 – 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.

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 -   Problem solving and decision making.

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.

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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

CE19 Having a knowledge and being able to apply the technologies and systems used to process, produce and broadcast information by using graphic design and info graphs.
CE21 Being able to use communication technologies and tools in the field of design, visual representation and digital creativity and its application in Digital Communication
CE23 Having the skill and ability to recover, organize, analyse and process information and communication so that it can be broadcast, served or treated for private or collective use by different media and formats, or in the creation of any type of production.
CE25 Having a knowledge and being able to apply the technologies and systems used to process, produce and broadcast messages through web design.
CE26 Having the skill and ability for communication in multimedia, interactive and animated environments
CE28 Having the skill and ability to express oneself with communicative efficiency, knowing how to use the hyper textual, interactive and visual resources which are more appropriate for each media
CE31 Quality optimization in image archives, adapting the result to free formats more widely used on the internet.
CE36 Having a knowledge of the digital layout systems available on the market, and producing multimedia content.
CE37 Web adaptability according to accessibility rules and correct content visualization in digital environments.
CE38 Having the ability to organize audio visual content of the digital products available on the internet, paying attention to usability and information order criteria.
CE48 Having a knowledge of the mobile applications which are more adequate to each profession as well as being proficient in their use in order to save time and costs.
CE49 Designing of both information formats and new communication media, as well as having the knowledge and being familiar with the use of new devices and applications.

3. CONTENT

Introduction to new devices for online communication. Types: telephones, tablets and new formats. Strategic planning for the mobile business. Applications (Apps) and services development. Device platforms. Application catalogue. Mobile Marketing. Innovation management.