TEACHING GUIDE
MASTER THESIS
2025-26

GENERAL DETAILS

Course Title:	Master Thesis
Code:	801880
Academic year:	2025-2026
Degree title:	Master's Degree in Technology and Innovation Communication
Number of credits (ECTS):	15
Place in the scheme of studies:	2nd Semester
Date of last revision:	July 2025
Professor Responsible:	

1. GENERAL DESCRIPTION

The Master's Thesis (TFM) is a compulsory 15 ECTS course that represents the culmination of the master's degree program. Its main purpose is for students to integrate and practically apply the knowledge, skills, and competencies acquired throughout the program by tackling a real challenge posed by a collaborating company in the technology, digital, or innovation sector.

The TFM is conceived as an applied project, aimed at solving a concrete, real, and complex innovation challenge in communication proposed by a participating company acting as a client.

Through this project, students must demonstrate their ability to analyze complex contexts, design technological communication or innovation strategies, manage projects, work in teams, and defend their proposals before an academic panel and professional representatives.

This course strengthens the connection between university and industry and enhances students' employability and professional development in the fields of communication, technology, and innovation.

The development of the TFM is structured in several phases, both in-person and autonomous work, including:
- **Initial presentation sessions:** Objectives, process, evaluation rubrics, and presentation of business challenges are explained.
- **Briefing session with companies:** Students learn firsthand about the real needs posed and can resolve doubts directly with representatives of the companies previously assigned to them.
- **Mentoring sessions:** Throughout the semester, teams receive academic guidance to ensure progress and quality of the project.

- **Final session and defense:** The process culminates with the public presentation and defense of the TFM in a professional pitch format, before an academic panel and company representatives.

2. OBJECTIVES

- Integrate and apply the knowledge and competencies of the master's program in a real professional environment.
- Develop innovative solutions to real needs of companies in the technology or innovation sector.
- Foster teamwork, creativity, and analytical skills in complex contexts.
- Improve professional communication and the defense of proposals before specialized audiences and companies.
- Strengthen the university-industry connection and students' employability.

3. LEARNING OUTCOMES

Knowledge
- K1.1: Associate specific communication strategies in digital communication projects with business objectives linked and/or oriented to innovation and technology.
- K4.1: Select specific digital communication tools and channels for different audiences, identifying how their choice can influence message effectiveness.

Skills
- S01: Communicate effectively, both orally, in writing, and graphically, with others about learning, idea development, and decision-making; participate in debates, using interpersonal skills such as active listening and empathy, which foster teamwork.
- S02: Develop the ability to contribute to innovation in new or existing institutions and business organizations, by participating in creative projects and applying skills and knowledge in entrepreneurship, organization, and technology-based business development.
- S03: Understand advanced digital technologies, so that they can be applied with a critical perspective in various contexts, in academic, professional, social, or personal situations.
- S4.1: Design innovative strategies that incorporate creative and disruptive approaches, especially those related to communication and omnichannel marketing, aligned with the company's overall strategy.

- S5.1: Plan digital communication projects using techniques adapted to the technological environment, ensuring alignment with project objectives and digital trends.
- S8.1: Compare and contrast different possible approaches and solutions to minimize ethical risks associated with communication in digital and technological environments.

Competences

- C01: Integrate sustainability values, understanding the complexity of systems, in order to undertake or promote actions that restore and maintain ecosystem health and improve justice, thus generating visions for sustainable futures.
- C02: Identify and analyze problems that require making autonomous, informed, and reasoned decisions, to act with social responsibility, following ethical values and principles.
- C03: Develop the ability to assess inequalities based on sex and gender, in order to design solutions.
- C4.1: Create content that is effectively deployed across various channels and platforms, ensuring message consistency and maximizing results.
- C6.2: Interpret key data and metrics to generate strategic insights that drive the development of effective campaigns and the continuous optimization of marketing and communication strategies.
- C9.1: Apply a critical analysis of technological trends and the digital ecosystem to proactively identify communication opportunities and challenges.

4. CONTENTS

Content

The submitted communication plan must include:

1. **Executive summary**
   Synthesis of the real challenge posed by the company, context, and innovative value proposition.
2. **Introduction and justification**
   Justification of the project from the perspective of innovation applied to communication.
3. **Analysis of the digital and technological ecosystem**
   Company/organization and sector context.
   Analysis of the digital environment, relevant technological trends, and sector benchmarking.
   Identification of communication opportunities and threats.

4. **Diagnosis and situation analysis**
   Specific SWOT analysis of the digital and communication environment.
   Assessment of the company's positioning in the digital ecosystem.
5. **Communication and innovation objectives**
   Definition of general and specific objectives aligned with the innovation strategy applied to communication.
6. **Target audiences and user experience**
   Identification and segmentation of audiences, analysis of needs and expectations.
   Application of user-centered design methodologies.
7. **Communication strategy**
   Formulation of omnichannel and multi-format strategy.
   Integration of emerging technologies and digital tools.
   Value proposition and key messages.
   Definition of differentiating messages and storytelling adapted to audiences.
8. **Plan of innovative actions and tactics**
   Description of actions, campaigns, content, and formats, including innovation and creativity.
   Implementation schedule.
9. **Media, channels, and technology plan**
   Selection and justification of digital and traditional channels.
   Integration of data analysis tools and metrics.
10. B**udget and measurement**
    Estimation of costs, human and technological resources needed.
    Indicators, evaluation, and data visualization.
    Definition of KPIs, monitoring methods, and data visualization.
11. **Annexes**
    Supporting materials, sample pieces, graphics, detailed schedules, etc.

4. TEACHING AND LEARNING METHODOLOGY

- The TFM is carried out in teams of two or three students, fostering collaborative and multidisciplinary work.
- Each team has an academic mentor who guides the process and validates progress.
- The final result must be an original, relevant project with real impact for the company, integrating both academic rigor and professional applicability.

Phased structure:
- **Phase 1. Introduction to the TFM – 2 sessions.**
  Presentation of the course, schedule, rubrics, and business challenges.
- **Phase 2. Briefing with companies and assignment of challenges – 1 session.**
  In-person session with collaborating companies for the presentation of real needs.
  Each group attends the briefing of the company previously assigned by the faculty.

- **Phase 3. Project development**
  Research, analysis, proposal design, and teamwork with academic mentoring.
- **Phase 4. Follow-up with mentor – 4 sessions.**
  Tutorials and feedback sessions to validate progress and resolve questions.
- **Phase 5. Presentation and defense – 1 session.**
  Closing session: defense and professional pitch before the academic panel and companies.

The use of artificial intelligence tools is permitted as support, provided it does not replace the student's original work or achievement of the main objectives of the TFM. All tools used must be cited in the final document.

5. EVALUATION

The assessment of the Master's Thesis (TFM) consists of two elements: the submission of the written work and the public presentation/defense. The role of the mentor is fundamental as an evaluator, and is therefore responsible for awarding the remaining 10%

The final grade is calculated as a weighted average of both elements:
- **TFM submission (written report): 60%**
- **Oral presentation and defense: 30%**
- **Evaluation by mentor: 10%**

Both elements are jointly evaluated by a panel composed of three professors from the master's program (including the academic mentor of the TFM) and a representative of the client/company that posed the real challenge.

Activity type	Description	% Evaluation	
Submissions:			100%
Team definition	Not graded	0%	
Challenge assignment	Not graded	0%	
Mentoring follow-up	Final submission evaluated y mentor	5%	
Mentoring follow-up	Presentation evaluated by mentor	5%	
Final submission	Final submission evaluated by academic panel	60%	

Presentation and defense	Presentation and defense evaluated by academic panel	30%	

Process details:
- The written report must comply with the structure, requirements, and competencies defined in the syllabus and demonstrate the application of the knowledge acquired in the master's program.
- The presentation and defense consist of a professional pitch and a round of questions before the panel, assessing clarity, argumentation, and response capacity.
- The panel agrees on the final grade using rubrics and previously communicated criteria, ensuring objectivity and connection with professional reality.
- The grade is individual, even if the work is done in a team.

Use of artificial intelligence:

The use of artificial intelligence (AI) tools is permitted as long as they are used as assistants for learning, information retrieval, idea generation, or improving writing. Under no circumstances may AI be used to achieve the main objectives of the activity or to replace the student's own work. The use of AI must always be complementary and can never substitute authorship, critical analysis, or the originality required in graded activities.

It is mandatory to explicitly cite in the activity submission which AI tools have been used, for what purpose, and how they have contributed to the development of the work. Failure to provide this information will be considered a breach of academic integrity.

Example of citation in APA 7th edition:
OpenAI. (2025). ChatGPT (version July 15, 2023) [Large language model].
https://www.openai.com/chatgpt

6. BIBLIOGRAPHY

Basic bibliography

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