Study Plan

✓ 225 teaching hours   ✓ 9 subjects + TFM   ✓ Masterclasses   ✓ Up to 600h of extracurricular internships in companies   ✓ 20 professors and collaborators   ✓ 2 training modules (12 ECTS)

First semester	ECTS

Communication in Digital Environments — 5

- Introduction to communication and digital communication
- Evolution of the media and digital environments
- Digital technologies and tools for business communication
- Measuring the impact of digital communication
- Introduction to new technologies in communication
- Emerging technologies and their influence on communication and digital communication
- Evolution of technology in the communication sector: from social media to artificial intelligence

Ethics and Communicative Responsibility in Digital Environments — 5

- Ethical principles in communication and digital communication
- Data privacy and security
- Disinformation and fake news: ethical challenges and responsibilities
- Ethics in digital advertising
- Corporate social responsibility in the digital environment

Digital Marketing for Technological Companies — 5

- Fundamentals of digital marketing for companies in the technology sector and other businesses
- The role of SEO, SEM and content marketing in technology companies
- Influencer marketing in the digital and technology sector

First semester	ECTS

Digital Trends and Digital Ecosystem — 5

- Emerging technological trends: AI, AR/VR, etc
- The evolution of digital consumers' behaviour
- Digital transformation of organisations: business models and strategies
- The role of digital platforms and social media in the global ecosystem
- Impact of live video platforms (YouTube, Twitch, etc.) on brand communication and credibility
- Trends in the creation of interactive and real-time content for digital audits
- The use of live streaming for business communication and product promotion

Innovation Methodologies and User-centred Design — 5

- Phases of user-centred design (UCD)
- Research and qualitative methods to understand user needs
- Innovation methodologies: Design Thinking, Lean Startup, Agile
- How to apply innovation methodologies in digital projects

Business Innovation Management — 5

- Innovation management models
- Tools and techniques for managing and communicating innovative projects
- The importance of innovation culture within the organisation
- R&D management: planning and monitoring technological innovations

Second semester	ECTS

Digital Communication Project Management — 5

- Phases in the management of communication and digital communication projects
- Resource and team management in digital projects
- Tools and techniques for planning, executing and monitoring projects
- Quality control and optimisation of digital communication processes
- Applications of artificial intelligence in the creation of content (generation of texts, images, and videos)
- Bots and virtual assistants: automation of communication and digital customer service
- Prediction of behaviours and personalisation of communication through AI

Visualisation and Communicative Narration with Data — 5

- Introduction to data visualisation: principles and basic tools
- Design of graphics and tables for effective data communication
- Visual narrative: how to explain stories with data.
- Advanced interactive visualisation tools
- Application of data visualisation in corporate digital communication

Second semester	ECTS

Management and Communication of Technological Crises — 5

- Analysis of technological crises: identification and anticipation
- Communication strategies during a technological crisis
- Online reputation management in crisis contexts
- Digital tools for real-time crisis management
- Case studies of technological crises and their communications

Master's Thesis — 15

The Master's Thesis (TFM) must be completed in teams of up to three members, and you will have the guidance of a PhD professor who will support you throughout the entire process. In accordance with the regulations, the assessment will be individual, and you must present one of the following projects:

- Marketing or communication plan in the field of technology and innovation
- Innovation project, document synthesis, or intervention and improvement of a company's current situation
- Research project related to one of the areas of specialisation

Euncet Business School
centre affiliated to:
UNIVERSITAT POLITÈCNICA DE CATALUNYA BARCELONATECH