DIGITAL COMMUNICATIONS PROJECT MANAGEMENT TEACHING GUIDE 2025-26

GENERAL DETAILS

Course Title:	Digital communications project management
Code:	801877
Academic year:	2025-2026
Degree title:	Master's Degree in Communication of Technology and Innovation
Number of credits (ECTS):	5
Place in the scheme of studies:	2nd Semester
Date of last revision:	Julio 2025
Professor Responsible:	Prof. Sergio Gómez Larrea

1. GENERAL DESCRIPTION

The Digital Communications Project Management course allows us to understand a project—its phases, areas, techniques, and tools—for effective project management, including the department's project portfolio.

We will explore how to manage the basic triangle of project management: scope, time, and cost, as well as other equally important areas, such as stakeholder management, risks (both threats and opportunities), quality, and procurement.

Best practices and recommendations from international certifications such as the PMP and PMO-CP will be used as a knowledge base.

We will also explore some of the IT tools for project management, including the integration of AI in this field.

This training process will provide students with the knowledge, skills, attitudes, and values necessary to develop the competency to manage a project and the department's project portfolio.

This competency will be leveraged to focus on digital communication.

2. OBJECTIVES

At the end of the course the student will be able to:

- Manage a project effectively.
- Manage the department's project portfolio.
- Understand the language of project management.
- Be familiar with international industry certifications.
- Explore current project management tools.
- Focus project management on the desired objective and sector.

3 LEARNING RESULTS

Conocimientos (Knowledge)

K1.1 Associate digital communication strategies with business goals focused on innovation and technology.

K4.1 Select appropriate communication tools and digital channels for different audiences, identifying how their selection can influence the effectiveness of the message.

K4.2 Recognizing the importance of appropriately selecting communication methodologies and techniques influences the effective management of communication projects, optimizing resources and achieving successful results.

Skills

S01 Communicate effectively—verbally, in writing, and visually—with others about learning processes, thought development, and decision-making, and 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 business and institutional organizations through participation in creative projects, and apply skills and knowledge related to entrepreneurship, organization, and technology-based business development.

S03 Understand advanced digital technologies in order to apply them critically across various contexts—academic, professional, social, or personal.

S5.1 Plan digital communication projects using techniques adapted to the technological environment, ensuring alignment with project objectives and digital trends.

S5.2 Evaluate project effectiveness based on the results obtained by using different metrics to identify areas for improvement.

Competences

C01 Integrate the values of sustainability, understanding the complexity of systems, in order to initiate or promote actions that restore and maintain ecosystem health and improve justice, thereby generating visions for sustainable futures.

C02 Identify and analyze problems that require autonomous, informed, and well-reasoned decision-making to act with social responsibility, guided by ethical values and principles.

C03 Develop the ability to assess inequalities based on sex and gender in order to design appropriate solutions.

C5.2 Build, lead, and coordinate multidisciplinary teams for digital communication projects, promoting synergy between technology, communication, and design experts.

C11.2 Lead innovation processes in digital communication projects, managing the identification of opportunities for the creative integration of emerging technologies.

4. CONTENTS

TOPIC 1. THE BASES OF DIGITAL COMMUNICATION PROJECT MANAGEMENT

Learning Outcomes
Students should be able to:
- Understanding project management.
- Focusing project objectives on digital channels.
- Linking the communications plan to the project scope.

Contents
1.1. Definition and general concepts of project management.
1.2. Objectives and digital channels.

1.3. Project scope and communications plan.

TOPIC 2. THE PROJECT MANAGEMENT UNIVERSAL LANGUAGE

Learning Outcomes

Students should be able to:
- Learn about the most important certifications in the industry.
- Understand the importance of a common language.
- Learn about the organizations that support project management professionals.

Contents

2.1. PMP (Project Management Professional).
2.2. PMO-CP. Project Management Office.
2.3. Agile methodologies.

TOPIC 3. PROJECT MANAGEMENT BASICS I

Learning Outcomes

Students should be able to:
- Understand and build project scope.
- Design and manage a schedule.
- Calculate and manage project costs.

Contents

3.1. Scope management.
3.2. Time/schedule management.
3.3. Cost management.

TOPIC 4. PROJECT MANAGEMENT BASICS II

Learning Outcomes

Students should be able to:
- Manage project stakeholders.
- Identify project risks.
- Manage threats and opportunities.

Contents

4.1. Stakeholder Management.
4.2. Risk Management: Threats.

4.3. Risk Management: Opportunities.

TOPIC 5. PROJECT MANAGEMENT BASICS III

Learning Outcomes

Students should be able to:
- Understand quality processes.
- Manage project communications.
- Manage resources.

Contents

5.1. Quality management.
5.2. Communications management.
5.3. Resource management.

TOPIC 6. PROJECT MANAGER SOFT SKILLS

Learning Outcomes

Students should be able to:
- Manage the project team
- Have people management tools.
- Deal with different situations in a project.

Contents

6.1. Collaborative Negotiation.
6.2. 360-Degree Communication.
6.3. Positive Persuasion.

TOPIC 7. IT TOOLS FOR PROJECT MANAGEMENT

Learning Outcomes

Students should be able to:
- Learn about different project management tools.
- Learn to adapt to the company's tools.
- Learn to use AI in project management.

Contents

7.1. Project management tools.
7.2. Building essential needs with institutionalized tools.

7.3. AI tools (The most relevant tools will be selected based on the most recent update prior to the session).

TOPIC 8. DIGITAL COMMUNICATIONS PROJECTS

Learning Outcomes

Students should be able to:
- Understand digital communication projects.
- Link the project scope to the communications plan.
- Assess real-life examples of threats and opportunities.

Contents

8.1. Examples of digital communication projects.
8.2. Scope and communication plan.
8.3. Real threats and opportunities.

5. TEACHING AND LEARNING METHODOLOGY

The course is organized so that students can learn about the different topics, put them into practice, and develop a participatory, proactive, and critical attitude toward the content and realities of project management.

Classroom sessions will be participatory lectures with practical learning activities to continue building knowledge.

The main activities will be:

• Group dynamics for problem-solving and debates.
• Cooperative group work with teacher guidance.
• Independent study and exercise completion, both in the traditional model and in a flipped classroom when the content allows.

6. EVALUATION

According to the Bologna Process, the model rewards the constant and continuous effort of students. 60% of the final grade is obtained from continuous assessment of directed activities, and the remaining 40% from the final in-person exam. The final exam has two sittings.

The final grade for the subject (FG) will be calculated using the following formula:

FG = Final Exam Grade x 40% + Continuous Assessment Grade x 60%

The minimum grade for the final exam to calculate the FG will be 4 points out of 10.
The subject is passed with a final grade equal to or greater than 5 points out of 10.

Activity type	Description	% Continuous assessment	
Course work:			60 %
Case study	Individual task	30%	
Team exercise	Class presentation	30%	
Final exam:			40 %
	Final exam	100%	

7. BIBLIOGRAPHY

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- Pinto, A. (2016). PMO Value Ring. PMO CP. Newtown Square, Pennsylvania: Project Management Institute.
- Project Management Institute. (2021). A Guide to the Project Management Body of Knowledge (PMBOK Guide) (7th ed.). Newtown Square, Pennsylvania: Project Management Institute.