

## SHORT-TERM STUDY ABROAD

# Simulation of Political and Corporate Communication

- **Campus/building.** Villafranca and Almagro
- **Type of course.** In-person
- **Duration.** 2 weeks



**STUDIES**  
Short-Term  
Study Abroad



**LANGUAGE**  
English



**DURATION**  
2 weeks



**DATE**  
June-July



**TYPE OF COURSE**  
In-person



**HOURS**  
80 hours

In this course, you will discover through real case studies how to communicate a message if you are the Head of Communications of a political party or a company. Get real experience with professionals like you and extend your network by participating in simulations and confronting real problems in a European context. Madrid is the third-largest city in Europe with an interesting political situation away from bipartisanship. The course is created for Spanish or international students or professionals interested in getting a broader view of political and corporate communications. Professionals are facing a changing environment and it is necessary to be prepared for new communications challenges. *Play, learn and win in a real political context at UCJC.*

## Academic activities

Take classes with renowned teachers and professionals who are experts in their area of knowledge and discover how political and corporate communications work in Spain and Europe. Visit important places related to politics and corporate affairs like Congress, Senate, etc. or well-known and prestigious agencies: *Llorente y Cuentas* and *Estudio de Comunicación*, etc.



## Overview

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- 80-hour programme taught over two weeks.
- Complementary Spanish language classes taught by highly qualified native teachers.
- Active methodologies combining masterclasses, workshops and industry visits.
- Cultural activities and visits (museums, excursions to other cities, etc.).
- All class material costs and room + board (three meals a day) included in tuition.
- MediaLab workshops to document student progress via audiovisuals.
- A maximum of 14 students per class.
- Certificate awarded by University Camilo José Cela.

## Accommodation

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Students will live at UCJC's halls of residence located at the university's main campus in Villafranca, Madrid, Spain.

**Accommodation included in price:** Yes.

## Dates

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June/July (please enquire if you would like other dates).

Example:

- Date of arrival: 28 June 2021; Date of first class: 29 June 2021.
- Date of last class: 10 July 2021; Date of departure: 11 July 2021.

## Contents

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### Political communications

- Electoral campaigns (strategic planning, media training and oratory, electoral mobilisation, online campaign).
- Government communications (strategy and government message, image, leadership and negotiation, government and technology (GovTech) and political events).

### Corporate communications

- Identity, image and reputation, strategic communications (external, internal, crisis) and management of intangibles.
- Corporate Social Responsibility (RSC).

## About us

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UCJC is one of the youngest and fastest-growing universities in Spain and Europe. Founded in 2000, UCJC is part of SEK Education Group, whose proven track record in teaching excellence stretches back over 125 years. As a young university, UCJC is forward-looking and uniquely placed to bridge the gap between traditional and modern times, through a liberal arts and applied sciences approach to higher education.

The university has four different schools: Communications and Humanities, Education, Health and Technology and Science, offering a range of Spanish and European official undergraduate and graduate programmes.

**MORE INFORMATION**

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[www.ucjc.edu](http://www.ucjc.edu)