

# Global Communication, Leadership and Corporate Diplomacy



## 3 reasons to choose this Master

**1 Professional**  
internships provided by the School in leading companies in the sector

**2 Faculty**  
made up of outstanding active professionals

**3 Training in the leadership**  
of communication in the globalized company



### Degree directors:

Dr. Enric Ordeix Rigo  
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**Coordination:** Àngels Rotllant  
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**Coordination in USA:** Dr. Gregory Payne  
Emerson College of Boston

**Calendar:** Starts: october. Ends: september

**Schedule:** some tuesdays: from 18.00 to 21.00, thursdays: from 18.00 to 21.00, fridays: from 16.00 to 21.00, some saturdays: from 10.00 to 14.00

**Credits:** 60 ECTS



## Presentation

This Master's degree will provide students with a deep understanding of the principles of **global communication** leadership and management within companies and organizations that operate in a fast-moving international context. Students will gain the tools needed for communication and public relations in global entities of this nature and will also pay particular attention to the practices of diplomacy, institutional relations, and **corporate communication** as responses to the increasingly urgent need for companies to achieve social legitimacy.

The main objective of this course is to prepare future leaders of multinational businesses and global organizations to act as agents of change in the most important areas of **corporate global communication**. The program meets the need for new communication leaders and managers with a global outlook and an up-to-date understanding of the **best practices and the new tools** needed to ensure that corporate objectives are aligned with those of society. Faculty members include prestigious teachers and practitioners from the USA, the United Kingdom, and the rest of Europe. The course is designed both for company professionals seeking specialist, cutting edge training in the field and graduates interested in discovering the profession or consolidating their future, either in Spain or abroad, as communication leaders and managers for multinational businesses and global organizations.

## Objectives and competences

The Program will focus on providing students with the following capabilities:

- To build strategies and use techniques suitable for the assessment and management of Corporate Communication, Public Relations, Public Affairs and Public Diplomacy in multinational companies.
- To manage effectively the communication challenges and the crisis communication plans, both inside and outside the organization.
- To create global Public Relations campaigns in the field of Public and Corporate Diplomacy, as well as of Corporate Social Responsibility, within the local and global context.
- To lead and motivate teams to conduct effective strategic communication projects in the international arena: employee engagement, community engagement, brand content and storytelling, as well as media training, among others.
- To become a change agent, by aligning corporate values with the social changes

## Career opportunities

- Global Chief Communications Officer (CCO)
- Global Public Relations Director
- Director of Global Corporate Communication
- Event Global Director
- Global Communication Project Manager
- Internal Communication Manager
- Corporate Social Responsibility (CSR) Manager
- Director of Public Affairs and Diplomacy Strategist
- Director of International Partnership and Sponsorship
- Senior Manager Communication
- Communication Senior Consultant
- Director of Communication Agency
- Global Brand Manager

## Professional approach

- Faculty with a wide professional experience in communication and public relations in global entities, diplomacy, institutional relations, and corporate communication.
- Close cooperation with specialized institutions and organisations.
- Best professional practices.
- Networking.

## An excellent education

- Professional specialisation.
- High demand in the labour market.
- Professional orientation at the end of the Master's degree.
- Support from Blanquerna Alumni.

## Blanquerna School of Communication & International Relations

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URL, in the top 100 of employability according to the Times Higher Education world ranking



URL, in the top 125 in the world in Social Sciences and Management



with the collaboration of:

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GLOBAL  
COMMUNICATION**

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## Degree Program

**MODULE 1. Key aspects of global communication strategic management: Leadership and change management through global communication (6 ECTS)**

- Management vs. Leadership in Global Communication and Public relations.
- Strategic planning and process of management. The functions of the Chief Communication Officer (CCO) and Chief Executive Officer (CEO). The structure of global communication in an international organization or business.
- The basic profession of communication: the challenge of creativity (content, storytelling and experiences).
- Interactivity and ICT in global environments.
- Project management and communication of innovation. Change management: "Selling" new projects using fundraising strategies.
- Research methods in global communication and strategic planning.
- Stakeholder relations and global communication: commitment to audiences and social legitimacy.

**MODULE 2. Management techniques in global organizational communication: Internal communication, culture and values, knowledge management and commitment to employees and suppliers (5 ECTS)**

- Management of human resources vs. leadership of people. Internal communication and employee commitment.
- Organizational culture and values.
- The identification of needs for knowledge in an organization: how to provide the necessary resources. Creation of training programs.
- The attraction and retention of talent.
- The concept of a knowledge hub. The management of knowledge and the role of global communication and public relations.
- The commitment of external suppliers.

**MODULE 3. Trends and challenges in the management of global corporate communication: Corporate social responsibility, corporate diplomacy, commitment to the community and social legitimacy (6 ECTS)**

- Confidence building in organizations. Reputation and legitimacy. Alignment with the 17 sustainable development objectives.
- Negotiation, mediation and team building.
- Corporate social responsibility: special events and campaign management in the media.
- The importance of social media and bottom-up focus: symmetry in communication. The importance of social media in the creation of grass roots global communication campaigns.
- Social legitimation and commitment to the community.
- Global brands and reputation management.
- Risk management and crisis communication
- Corporate diplomacy and public affairs. Leadership and advocacy in a global context. The concept of cross cultural communication in a global world.
- Strategic diplomacy and the aim of social legitimacy in companies and organizations.

## Faculty

**Fátima Da Gloria**, Global Brand Director, Air France-KLM (Netherlands). Specialization: Global Accounts and Branding.

**Dr. Miriam Diez**, Vice-dean i/c Research, Postgraduate and International Relations at Blanquerna-URL. Emmanuelle Diehl, CEO Europe, Conflict And Security Consulting (New York). Associate professor, Bachelor's Degree in Global Communication Management at Blanquerna-URL. Specialization: Social responsibility in organizations..

**Dr. Gaelle Duthler**, Zayed University (United Arab Emirates). Board Member of the Global Communication Institute. Specialization: Global Public Relations.

**Dr. Alfonso Gonzalez**, director, Government and Regulatory Affairs IBM (Spain). Specialization: Crisis management and new media relations.

**Dr. Carlo M<sup>a</sup> Gallucci Calabrese**, Vice-rector i/c international relations and students at URL. Specialization: Strategic marketing. Bart de Vries, past-president of International Public Relations Association (Netherlands), visiting professor at RENEPA University (Moscow). Specialization: Public relations and creativity. Business management in communication.

**Joao Duarte**, head of communication and outreach at Enel Foundation (Italy). Specialization: Stakeholder management and global brands.

**Dr. Averill Gordon**, senior lecturer, Auckland University of Technology (New Zealand). Vice-President of Global Communication Institute. Specialization: Online leadership and public relations.

**Ira Krawitz**, marketing consultant and professor of Communications and Investor relations, New York University- NYU (USA). Specialization: Media Relations and Stakeholder Relations.

**Shawn McIntosh**, professor at Massachusetts College of Liberal Arts (USA). Specialization: organizational systems and management.

**MODULE 4. Relations with the media in a global environment: An overview of relationships with the media in the digital age (6 ECTS)**

- Global communication and the changing media and social media landscape in the digital age. Creating the optimal mix of digital and analogical tools in global communication strategies.
- The construction of alliances with interest and lobby groups, with an emphasis on communication media. The distribution of content.
- The empowering of people via the new media and social networks.
- Relationships with the media: media relations and public opinion.
- Symmetrical communication. Giving a voice to the organization: media training and training to speak in public.

**MODULE 5. Public relations and marketing communication in the global environment of the New Economy (6 ECTS)**

- Marketing communication from the perspective of global communication and public relations. The architecture of the system constituted by an organization, its identity, image, and brands.
- The importance of symmetry in marketing communication.
- Global communication and e-commerce: the role of experience in digital marketing.
- Creating experiences: public relations and marketing via events.
- Brand content, storytelling and experiences in marketing communication.
- Global communication and customer relationship management (CRM).
- The relationship between humans and machines: the solutions of artificial intelligence.
- Commitment to the customer and the consumer.

**MODULE 6. Study trip and international professional stay in United States, the UK and/or another country (Working Conference in USA) (10 ECTS)**

Students will be taught to develop practical study methods in order to manage, lead and implement global communication projects in a cross-disciplinary project. At the same time they will be taught to recognize, select and manage talent in workshops and professional sessions in global businesses and organizations, and also at centers of innovation and development in the USA, the UK and/or another country over a maximum of two weeks.

The organization of visits and the program will be covered by the Master's program but the cost of trips and the stay abroad will be covered by students, who will pay for it directly, and independently of the Master's program fees.

**MODULE 7. Final Master's Project (9 ECTS)**

Presentation of a project that may consist of either a theoretical piece of research or a real process of global communication involving an organization or business, and puts the knowledge acquired during the Master's into practice. Individual tutorials will be provided throughout the course to provide guidance and to monitor the development of the project.

**MODULE 8. Internship (12 ECTS)**

**Dr. Giorgia Miotto**, Vice-dean i/c business and innovation at Blanquerna-URL. Specialization: social responsibility and public relations.

**Dr. Gregory Payne**, Emerson College of Boston (USA). Visiting professor FCRI- URL. Specialization: grassroots communication and public affairs vs. public diplomacy.

**Dr. Chris Pentz**, professor of public relations at Stellenbosch University (South Africa). Board Member of the Global Communication Institute. Specialization: relationships with consumers and customers.

**Scott Ratzan**, senior fellow Harvard Kennedy School (USA), visiting professor Blanquerna-URL. Specialization: public affairs, institutional relations and corporate diplomacy.

**Felicity Read**, managing director leapfrog PR and professor at the University of Gloucestershire (United Kingdom). Specialization: project management and media relations.

**Dr. Holger Sievert**, head of Media School at Macromedia University (Germany). Specialization: social media analysis and political communication.

**Angela Sinickas**, CEO of Sinickas Communications (USA). Specialization: internal communication.

**Dr. Pavel Slutsky**, PR consultant, Chulalongkorn University (Thailand). Board member Global Communication Institute. Specialization: research and strategic planning.

**Jeff Snyder**, assistant Dean, University of Pennsylvania (USA). Specialization: fundraising and development.

**Cristina Ventura Serra**, chief catalyst officer - The Lane Crawford Joyce Group (Hong Kong - China). Alumnus of Blanquerna. Advisor Global Communication Institute. Specialization: coaching and group dynamics; entrepreneurship and innovation in communication.