Social Action Strategies (20517)

Studies: Degree in Advertising and Public Relations
Year: 3rd/4th
Trimester: 3rd
Number of ECTS Credits: 4
Hours of Student Dedication: 100-125
Language: English
Teacher: Ana Fernández-Aballí

1. Presentation

Social Action Strategies is a subject which focuses on the theory and case study of communicational strategies used to address social problems from within for profit and nonprofit organizations. This is done from a strategic and critical view of Participatory Development Communication and Corporate Social Responsibility (CSR) as a consolidated phenomenon in current communicative contexts.

The subject is designed into two modules, both based on theoretical and applied content. Classes will be structured in a seminar and workshop format. Evaluation of knowledge and skills acquired throughout the trimester depends on class attendance, a final group project, and a final individual project.

Module 1. Participatory Development Communication (PDC)

Module 1 focuses on the communication theory, strategies and dynamics involved within the planning and implementation of projects which address social problems. The content of the module deals with the following topics:
- Intercultural communication, identity and gender politics in a globalized world
- Concepts and history of Development Communication
- PDC project design: participatory action-research, participation tools, the Logical Framework Approach and the Communication Plan
- PDC case studies in Spain and other contexts

Module 2. Corporate Social Responsibility (CSR) and Multi-Stakeholder Initiatives (MSI)

Module 2 focuses on communication strategies and dynamics which happen within CSR Departments. The content of the module addresses the following aspects:
- Basic concepts of CSR and MSI
- CSR and MSI as brand strategy

- CSR and MSI as an innovation process
- CSR and MSI as value generator
- CSR and MSI as case studies

2. Skills to be achieved

General Skills

Ability to apply knowledge and comprehension in a way that indicates a professional approach in a well-founded and arguable stance towards problem solving within the field of expertise.

Ability to collect and interpret relevant data (normally within the field of study) to issue judments about significant social, scientific or ethical issues.

Ability to communicate information, ideas, problems and solutions both to expert and non-expert audiences.

Ability to apply knowledge, comprehension, and problem solving in new or unfamiliar contexts and within interdisciplinary fields.

Ability to integrate knowledge and face complexity, as well as ability to issue judgement form incomplete or limited information, accompanied with critical reflections about ethical and social responsibilities related to the application of such knowledge and judgments.

Specific Skills

Ability to understand global communication and information processes within the different existing models, as well as the different scientific and technical approaches of its origin and evolution, acquiring the skill to apply these in persuasive campaigns.

Ability and skill to design communication programs according to different media and their specific characteristics, through a deep understanding of the underlying psychosocial base and information process of the specific media.

Ability to comprehend the main variables that configure the role of audiences.

Ability to advise organizations from within the analysis and interpretation of the organization's own needs of advertisement and public relations.

Skill to recognize and use the terminology specific to the profession.

Ability to identify, value, manage and protect intangible assets of the organization.

Skill to identify, classify and communicate effectively with the different audiences.

Ability to work as experts in the strategic management of the image, brand, identity, culture and reputation of an organization.

Ability to schedule and measure the results of specific communication actions.

Ability to show respect of fundamental human rights and values of both individuals and groups, pertaining to diverse cultures, which must be encouraged from within persuasive communication in the professional practice.

Ability to reflect and debate critically with egalitarian and ethical conscience with and about individuals and peoples.

3. Contents

Module 1. Participatory Development Communication (PDC)

- Core values of PDC: basic concepts and implications in the design of social projects
    - Gender
    - Intercultural diversity
    - Global vs. glocal
    - Social innovation, new ICTs and local media
    - Local development, citizen participation and social networks
    - Multi-stakeholder initiatives: agents, PDC and CSR

- Concepts and evolution of Development Communication and Participatory Development Communication
    - The diffusionist model, the knowledge transfer model and the participatory model
    - Development communication in International Cooperation
    - Development communication in Decentralized Cooperation
    - PDC, alternative communication and communication for social change: PDC in developed countries

- PDC Project Design: participatory action-research, project cycle and participation tools
    - Participatory action-research and PDC: research/society approach
    - Types of PDC projects
    - Assessment Phase
    - Strategy Design Phase: The Logic Framework Approach and the Communication Plan
    - Implementation Phase
    - Evaluation Phase: indicators
    - Writing-up of relevant documents

- Case Studies: PDC in Spain and other contexts

Module 2. Corporate Social Responsibility (CSR) and Multi-Stakeholder Initiatives (MSI)

- Corporate Social Responsibility and Multi-Stakeholder Initiatives
    - Definition and term evolution
    - From the environmental dimension to the social dimension
    - Benefits and arguments for and against CSR
    - The rise of Multi-Stakeholder Initiatives: background, definitions and perspectives

- Corporate Communication Today
    - Definition and relevance of corporate communication vs. society
    - Variables within corporate identity and image - differences
    - The concept of *trust*
    - Corporate Brand Equity: the total value equation of brands
    - ROE - Return over Expectations – vs. ROI - Return over Investment
    - Relevance of stakeholders in the perception of corporate reputation

- Requirements of the Current and Future Context: The Rise of Social Movements
    - Current concerns in a global context: sustainability, globality and technology.
    - Liquid structures and information democratization
    - Implications of technology: Prosumers and Citizen Journalism
    - New opinion readers and the implications of new power structures
    - The concept of corporate governance
    - Consequences for CSR and MSI

- Case studies: CSR and MSI in Spain and other contexts

4. Evaluation

4.1. Minimum requirements to pass

To pass the subject the student must attend a minimum of 10 classes throughout the trimester. Final projects will not be subject to evaluation if this requirement is not fulfilled by the student.

Each and every one of the three evaluation components must be passed:
- Minimum class attendance
- Final Group Project
- Final Individual Project

The minimum class attendance component is not recoverable, therefore, late project turn-ins or project do-overs will only be accepted if this component has been covered by the student.

Project do-overs will only be allowed if the first time through the student does not receive a passing grade for this component (5 out of 10 or higher). Project do-overs and late turn-ins will be graded below their initial weight as indicated in the table below.

Only in **special cases**, such as absences due to sickness or Erasmus outside Barcelona (or other exchange programs), students will be allowed to cover class attendance with a set of tasks that will be assigned in accordance to each specific case. The grade given for these tasks will replace the attendance grade in case of absence until attendance is possible by the student.

4.2. Evaluation

Evaluation Component	Characteristics	Evaluation Criteria	Weight	Recovery	Recovery Weight
Class Attendance	Attendance. For extra credit, students might choose to develop additional activities that will be detailed at the beginning of the subject.	Full grade will be given in case of either one of the following scenarios: The student has attended 100% of the classes. The student has attended at least the minimum required number of classes and has done enough extra credit work to cover for the absences.	40%	No	-
Final Group Project	Design of a PDC/CSR Project.	Details will be given in class.	40%	Yes	30%
Final Individual Project	Design of a free piece addressing a social problem.	Details will be given in class.	20%	Yes	15%

5. Bibliography and other Resources

5.1. Basic Bibliography

Module 1. Participatory Development Communication

AA.VV. *Metodologías participativas. Manual*, CIMAS-Observatorio Internacional de Ciudadana y Medio Ambiente Sostenible, 2009.   http://www.redcimas.org/wordpress/wp-content/uploads/2012/09/manual_2010.pdf

BESSETTE, G. *Involving the Community: A Guide to Participatory Development Communication.* International Development Research Centre, 2004. http://www.idrc.ca/cairo/ev-52226-201-1-DO_TOPIC.html

MEFALOPULOS, Paolo & KAMLONGERA, Cris. *Diseño participativo para una estrategia de comunicación.* FAO, 2008. http://www.fao.org/docrep/011/y5794s/y5794s00.htm

Module 2. Corporate Social Responsibility and Multi-Stakeholder Initiatives

BAUMAN, Zygmunt. *Liquid Modernity*. Ed. Blackwell Publishers Ltd., UK, 2000.

KLEIN, N. *No Logo. El poder de las marcas.* PAIDOS, 2001.

LIBRO VERDE DE LA COMISIÓN EUROPEA. *Fomentar un marco europeo para la Responsabilidad Social de las Empresas.* Barcelona: IPES, ESADE, 2002.

VAN HUIJSTEE, M. *Multi-stakeholder Initiatives: A Strategic Guide for Civil Society Organizations*

5.2. Complementary Bibliography

Módulo 1. Participatory Development Communication

AJUNTAMENT DE BARCELONA. *Guia pràctica per a l'agent antirumor. Com combatre els rumors i estereotips sobre la diversitat cultural a Barcelona.* Ajuntament de Barcelona, 2011. http://bcnantirumors.cat/quisom/materials-de-la-xarxa/guia/manual-combatre-rumors-i-estereotips-sobre-diversitat-cultural-bar

FREIRE, Paulo. *Pedagogía del Oprimido.* Siglo XXI Argentina Editores SA, 2008.

HERNÁNDEZ, Loli. "Antes de empezar". Cuadernos CIMAS-Observatorio Internacional de Ciudadanía y Medio Ambiente Sostenible, 2010. http://www.redcimas.org/wordpress/wp-content/uploads/2012/08/m_DHernandez_ANTES.pdf

MARTÍN BARBERO, Jesús. *Las culturas en el nuevo entorno tecnológico y el intercambio global.* Obtenido de Euroamericano. VII Campo de Cooperación Cultural, 2003. http://www.oei.es/euroamericano/ponencias_comunicacion_culturasnuevo.php

STIGLITZ, Joseph. *Participation and Development: Pespectives from the Comprehensive Development Paradigms. Review of Development Economics, 6(2)* , 163-182, 2002. http://siteresources.worldbank.org/INTEMPOWERMENT/Resources/14549_5869557_1_061803.pdf

THE YOUNG FOUNDATION. *Social Innovation: what is it, why it matters, how it can be accelerated. .* London: The Basingstoke Press, 2006. http://www.sbs.ox.ac.uk/centres/skoll/research/Documents/Social%20Innovation.pdf

VILLASANTE, Tomás R. "Los seis caminos que practicamos en la complejidad social", Cuadernos CIMAS-Observatorio Internacional de Ciudadanía y Medio Ambiente Sostenible, 2006.

http://www.redcimas.org/wordpress/wp-content/uploads/2012/08/m_TVillasante_LosSEIS.pdf

Module 2. Corporate Social Responsibility and Multi-Stakeholder Initiatives

GAY, Paul du. *Organizing Identity.* Sage Publications, 2007.

HESSEL, Stéphane. *Time for Outrage: Indignez-vous!*. The Hachette Book G., NY, 2011.

KAPFERER, JN. *The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term*. Kogan Page, 2008. (4th edition)

KORNBERGER, Martin. *Brand Society: How Brands Transform Management and Lifestyle*, Cambridge University Press, 2010. KLEIN, N. *No Logo. El poder de las marcas.* PAIDOS, 2001.

MATTELART, A. *La mundialización de la comunicación.* Barcelona: PAIDOS, 2001.

MCKINSEY. Quarterly. *A new era in governance. TRUST.* New York: MCKINSEY & CO., 2004.

MONEREO, Manuel & RIERA, Miguel –editores. *Porto Alegre. Otro mundo es posible.* El Viejo Topo. 2002.

RAMONET, Ignacio. *Geopolítica i comunicació de final del mil.leni.* Fundació Caixa de Sabadell. 1999.

SARAMAGO, José. *Ensayo sobre la lucidez. (Novela)*

VAZQUEZ MONTALBAN, M. *Historia y Comunicación Social.* Barcelona: MONDADORI, 1997.

5.3. Other Resources

Students are expected to follow the subject through the University Moodle Platform *Aula Global*. Both the students and the teachers will decide together other useful resources, such as articles, presentations, portfolios, videos, interviews and any other online or offline tools that might be helpful to complement and develop the skills and concepts acquired throughout the trimester.

6. Methodology

Diverse learning tasks and activities will take place, which will mostly be decided between students and teachers. Master classes, workshops and group activities will be used.

Work done for extra credit will depend on student preference in terms of content, as long as it is relevant to the subject.

All relevant resources will be available in the subject Moodle in *Aula Global*.

Throughout the trimester, students can ask for individual tutoring concerning the subject.

7. Class Schedule

Week	In class activities (aprox. 40 hours)	Out of class activities (between 60 y 85 hours)
1	Introduction	Begin work on final projects and/or extra credit tasks.
2	Masterclass and workshop Module 1.	Work on final projects and/or extra credit tasks.
3	Masterclass and workshop Module 1.	Work on final projects and/or extra credit tasks.
4	Masterclass and workshop Module 1.	Work on final projects and/or extra credit tasks.
5	Masterclass and workshop Module 2.	Work on final projects and/or extra credit tasks.
6	Masterclass and workshop Module 2.	Work on final projects and/or extra credit tasks.
7	Masterclass and workshop Module 2.	Work on final projects and/or extra credit tasks.
8	Workshops Modules 1 and 2.	Work on final projects and/or extra credit tasks.
9	In class time for final projects.	Work on final projects and/or extra credit tasks.
10	In class time for final projects.	Work on final projects and/or extra credit tasks.