

Global Marketing and Communication in the Digital Era

Master's Degree in International Relations

UNIVERSIDAD NEBRIJA

TEACHING GUIDE

Course: Global Marketing and Communication in the Digital Era

Title: Master's Degree in International Relations

Academic Year: 2025-2026

Type: Compulsory

Language: English

Modality: Classroom attendance

ECTS: 3

Semester: 2nd

Teacher: Dra. Bienvenida Araceli Parres Serrano

1. COMPETENCES AND LEARNING RESULTS

1.1. Competences

Basic competences

CB1. Students must possess and understand the knowledge in an area of study that builds on the foundation of general secondary education and is typically at a level that, while supported by advanced textbooks, also includes some aspects that involve knowledge from the forefront of their field of study.

CB2. Students must be able to apply their knowledge to their work or vocation in a professional manner and possess the skills typically demonstrated through the development and defense of arguments and the resolution of problems within their area of study.

CB3. Students must be able to communicate their conclusions—and the knowledge and ultimate reasons that support them—to specialized and non-specialized audiences in a clear and unambiguous manner.

General competences

CG1. The student must acquire up-to-date knowledge of international political, economic, and social relations.

CG2. The student must be able to systematically understand complex concepts, relevant information, its context, and how to apply it to specific situations, taking into account how it affects the different actors and agents in each situation.

CG3. The student must master advanced techniques that will allow them to obtain and analyze information, evaluate its relevance and validity, synthesize it, and adapt it to the context.

CG4. The student must be able to understand and deal with complex situations and arguments systematically and creatively, with critical judgment, with incomplete

information, taking risks, making decisions, and communicating them to any type of audience.

CG5. The student must be able to communicate correctly both orally and in writing, both in Spanish and in a second language, using the most up-to-date technology.

CG6. The student must be able to act autonomously in evaluating sociopolitical events as well as foresee possible scenarios for the development of events.

CG7. The student must be able to perform different roles within a team.

CG8. The student must be able to recognize the need for change and must have the necessary skills to manage it.

CG9. The student must be able to act autonomously within a framework of responsible freedom.

CG10. The student must be able to add value to the organization through their creativity and participation.

Specific competences

CE31. Ability to manage interests and positions in international negotiations.

CE33. Ability to manage multidisciplinary and multicultural teams in a transnational business environment.

CE43. Ability to gain in-depth knowledge of key aspects of International Relations, such as security and terrorism, human rights, and international cooperation.

CE44. Ability to analyze and manage the interests and motivations of private organizations that interact within the sphere of International Relations.

CE45. Ability to understand the structure and management of an International Organization.

CE46. Ability to understand the distinctive characteristics of think tanks and NGOs.

CE47. Ability to manage the interests of various types of private international organizations.

CE48. Ability to understand the rationale behind international interventions regarding the protection of human rights in transnational contexts.

CE49. Ability to understand the flows and dynamics of international finance, as well as the various economic agents, their interests, and their modes of action within the capital market sector.

CE50. Ability to understand and manage international-scale crises from within transnational organizations.

CE53. Ability to manage institutional needs in the field of cooperation, as well as the local needs within the areas where interventions and activities take place.

CE54. Ability to apply marketing and communication strategies in a global context.

CE56. Ability to incorporate the use of ICTs (Information and Communication Technologies) into work organization and management, as well as into the creation of digital marketing and communication strategies. CE57. Ability to understand shifts in communication paradigms in the era of the digital society, as well as contemporary issues stemming from the digital age, such as the digital divide.

2. CONTENTS

2.1. Requisites

Students must have completed the modules on Advanced Analysis of the International Order and Global Economy

2.2. Description of contents

This course covers advanced strategies and concepts related to communication and marketing within global contexts. It examines skills essential for product positioning and corporate brand image—tailored for international organizations—as well as the promotion of companies abroad to foster investment and business development.

Topics include the study of global competition among brands and products, various communication strategies and their associated tools, the use of ICTs in communication and marketing, the specific characteristics of global marketing, and the application of these strategies to practical case studies.

2.3. Detailed contents

Session 1

Course overview.

Explanation of the course syllabus.

Introduction to global marketing and global communication.
Session 2

Institutions and stakeholders.
Session 3

Communication department: messages, channels, markets; digital communication: social media and international organizations.
Session 4

Events, as well as marketing and communication strategies.

Session 5

SDGs, ESG, and CSR.
Session 6

Negotiation and personal SWOT analysis in a global environment.
Session 7

Networking, lobbying, and think tanks.

Session 8 Exam.

2.4. Educational activities

Theory: Lectures and seminars. Contemporary theories in the study and analysis of International Relations, their concepts, foundations, and methodological tools, as well as the main trends in interpretation and the most influential schools of thought, will be explained.

Practical Work: Case study-based learning.

Individual Work: Student group work.
The student will create and present an original group project for the course that shows an example of advanced application of the methods and techniques developed in the course.

3. EVALUATION PROCEDURE

3.1. Grading procedure

Final grades will be expressed numerically the following way:

0 - 4,9 Fail (Suspenso) (SS)
5,0 - 6,9 Pass (Aprobado) (AP)
7,0 - 8,9 Notable (NT)
9,0 - 10 Excelent (Sobresaliente) (SB)

'Honours' mention can be granted to students with grades equal or superior to 9,0.

3.2. Evaluation criteria

Ordinary call

Activity	Rate
Attendance, participation, daily work	20%
Individual or collective assignments	30%
Final exam	50%

Extraordinary call

Activity	Porcentaje
Individual or collective assignments delivered at the ordinary call	30%
Final exam	70%

It is up to the teacher to receive and assess again the assignments in case these were not delivered originally or the students wants to improve the grade obtained at the ordinary call.

3.3. Restrictions

Minimal grade at the exam

In order to be weighed with the other grades, it is necessary to tet at least 5 at the final exam.

Attendance

Any student missing over 25% of the clases with no justification could be deprived of the right to take the exam at the ordinary call

Quality of writing

Special attention will be paid to both presentation and content in written assignments and projects, as well as exams, particularly to grammar and spelling. Failure to meet the minimum acceptable standards may result in points being deducted from the assignment.

3.4. Warning about plagiarism

Antonio de Nebrija University does not tolerate plagiarism or copying under any circumstances. Plagiarism is considered the reproduction of paragraphs from texts other than the student's own work (from the Internet, books, articles, fellow students' work, etc.), when the original source is not cited. The use of quotations cannot be indiscriminate. Plagiarism is a crime.

If this type of practice is detected, it will be considered a Serious Offense and the sanction provided for in the Student Regulations may be applied.

4. BIBLIOGRAPHY

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