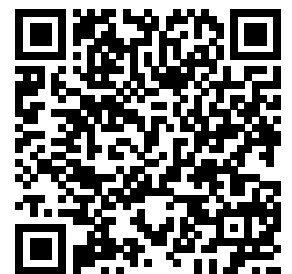


# Strategic management and tactical- operational aspects of communication in Public Administration

**MASTER'S DEGREE IN PUBLIC MANAGEMENT AND  
LEADERSHIP**

***UNIVERSIDAD INTERNACIONAL MENÉNDEZ PELAYO***

This document can be used as reference documentation of this subject for the application for recognition of credits in other study programmes. For its full effect, it should be stamped by UIMP Student's Office.



## GENERAL DATA

### Name

Strategic management and tactical-operational aspects of communication in Public Administration

### Code

102546

### Academic year

2023-24

### Degree

[MASTER'S DEGREE IN PUBLIC MANAGEMENT AND LEADERSHIP](#)

### ECTS Credits

3

### Type

ELECTIVE

### Duration

Cuatrimestral

### Language

## FACULTY

### Coordinator/s

**Canel Crespo, María José**

*Catedrática de Comunicación Audiovisual y Publicidad  
Universidad Complutense de Madrid*

### Lecturers

**Aldekoa de la Torre, Jon Andoni**

*Diplomado Radio y Televisión-Master en Comunicación Institucional UABarcelona  
Director Gerente del Palacio de la Música y Congresos de Bilbao, Euskalduna*

**Campo Vidal, Manuel José**

*Doctor en Sociología (UCM)  
Periodismo (UAB)  
Ingeniero Técnico en Electrónica Industrial (UPC)  
Presidente de Next International Business School  
Presidente emérito de la Academia de las Ciencias y las Artes de Televisión de España*