

## *Preparing a communication plan by non-communicators*

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### **Abstract**

*Based on the premise that business schools link academia with the professional world, the current study focused on the learning outcomes of the preparation of a communication plan by a group of undergraduate International Business students (n=58) with no previous experience to any communication course. The project was a collaboration between a Spanish business school and a Hollywood film studio. Throughout several weeks, the lecturer guided the progress of the students, whilst giving them enough freedom to make their own decisions when approaching the task and respecting the digital competence framework established by the EU.*

*As the project was integrated within the learning outcomes of one course, students were able to implement all the theoretical content of the subject into the assignment. The activity proved to be highly satisfactory for both the students and the guest company, which could access the final submissions. The students answered a post-activity questionnaire, assessing the experience both with quantitative and qualitative information.*

*This mutually beneficial collaborations demonstrate the advantages of establishing partnerships between organisations and higher education institutions for a better preparation in the students' careers. Likewise, companies may receive a series of fresh ideas that can be implemented in their businesses when attempting to access a new market or explore new areas. Thus, business schools develop a key role linking different stakeholders while keeping an eye on the demands of the business world.*

**Keywords:** *Communication, business schools, digital competences.*