



Universidad
Pontificia
de Salamanca
Movilidad y Cooperación
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Blended Intensive Programme (BIP)

Communication Management in Purpose-Driven Organizations

Main Theme 2025–2026

Leadership in Purpose-Driven Organizations: Communication Skills and Social Impact Measurement

Host Institution

Pontifical University of Salamanca (UPSA), Spain

Faculty of Communication

Dates

Online Sessions: January & February 2026 (2 × 2h) **Exact dates to be confirmed*

On-site Week: **23–27 February 2026**, Salamanca, Spain

Credits

3 ECTS (30 hours total, including online and face-to-face sessions)

Target Group

Undergraduate and graduate students from the fields of Communication, Business, Marketing, and Sustainability, interested in the role of communication in advancing organizational purpose and social impact.



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Program Description

This Blended Intensive Program focuses on equipping students with the strategic communication skills needed to lead and manage purpose-driven organizations. The program explores how communication can align leadership vision with stakeholder expectations, enhance trust, and measure social impact effectively.

Through online lectures, workshops, and real-world case studies, students will learn to design communication strategies that reinforce organizational purpose, foster interdisciplinary collaboration, and promote social and environmental initiatives. Special emphasis will be placed on leadership skills, strategic messaging, and impact measurement frameworks.

Learning Objectives

- Understand the communication challenges and leadership dynamics in NGOs, social enterprises, and CSR initiatives.
- Develop strategic messaging and storytelling skills to support purpose-driven missions.
- Apply digital tools to amplify advocacy efforts and engage diverse stakeholders.
- Measure and communicate social impact effectively.
- Collaborate in international and interdisciplinary teams to design communication strategies for real organizations.

Schedule Overview

Online Sessions (January & February)

- Introduction to purpose-driven organizations and leadership roles.
- Strategic communication and trust-building.
- Digital tools and impact measurement frameworks.

Face-to-Face Workshops (23–27 February)

- Leadership and strategic communication labs.
- Storytelling for social impact.



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- Designing communication strategies and measurement plans.
- Case studies and interactive role-play scenarios.
- Cultural visits and networking with local purpose-driven organizations.

Expected Outcomes

Participants will:

- Gain a comprehensive understanding of communication leadership in purpose-driven organizations.
- Develop strategic and measurable communication plans.
- Build skills in storytelling, stakeholder engagement, and impact assessment.
- Strengthen intercultural competencies through international teamwork.
- Expand their academic and professional networks.

Contact

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