Universidad Pontificia de Salamanca
Movilidad y Cooperación Internacional

Co-funded by the European Union

Blended Intensive Programme 2026 2027

Digital Ethics and Responsible Communication in Social Impact Organizations

Pontifical University of Salamanca | Faculty of Communication

On-site week 18 to 22 January 2027 in Salamanca Spain

Online sessions 14 December 2026 and 11 January 2027
18:00 to 19:00 CET on both dates

Credits 3 ECTS Working language English

Programme description

How can digital communication and AI support human development while respecting the people they are intended to serve? This programme brings international teams together to develop a responsible communication proposal for a practical challenge with a social purpose.

Participants will examine the evidence behind messages, the interests of different stakeholders, the use of personal data and the limits of AI-assisted content. They will translate those judgements into a communication concept that is credible, inclusive and feasible to implement.

The practical challenge

The challenge will connect technology and communication with human development. The planned professional collaborator is SmartApp, a company working in digital marketing and artificial intelligence. Its participation and the final challenge brief are being coordinated and remain subject to confirmation.

Who can participate

Undergraduate and master's students in Communication, Marketing, Publicity, Journalism, Audiovisual Communications, Business, Sustainability and related fields. Participants should be prepared to work in English and collaborate with students from different disciplines and countries.

Learning objectives

- Identify ethical risks involving misinformation, bias, data use and AI-assisted communication.
- Assess communication choices through evidence, transparency, dignity and accountability.
- Apply ethical reasoning to a feasible communication proposal for a social purpose.
- Explain and defend decisions in an international and interdisciplinary team.

How the programme works

Two live online sessions prepare participants for the intensive week in Salamanca. Between sessions, teams will exchange ideas online, review selected cases and prepare an initial problem statement. The on-site component combines introductory lectures, practical workshops, guided team work and discussion of communication cases.

Online session	Focus
14 December 2026 18:00 to 19:00 CET	Digital ethics and the challenge. Introduction to the programme, international teams and an initial discussion of audiences, stakeholders and ethical risks.
11 January 2027 18:00 to 19:00 CET	From preparation to project work. Teams discuss their initial analysis, refine their questions and prepare for the workshops in Salamanca.

Workshops in Salamanca

Workshop 1 develops the diagnosis: the problem, the people affected, available evidence and the communication decisions that need to be made. Teams identify which claims can be supported and which information is still missing.

Workshop 2 turns the diagnosis into a communication concept or content prototype. Teams review representation, accessibility, transparency and the responsible use of AI, with human judgement retained over the final message.

Workshop 3 develops the implementation proposal and its evaluation. Teams refine their work through feedback and explain the resources, indicators and safeguards needed to put it into practice.

Expected outcomes

Each team will present a compact proposal that includes a diagnosis, a communication concept or prototype, an explanation of its ethical choices, and a feasible implementation and evaluation plan. Participants will strengthen their critical judgement, communication skills and intercultural collaboration.

The 3 ECTS combine live online and on-site activities with guided preparation and individual and collaborative work. Detailed tasks and assessment criteria will be shared with participants.

Activities and practical information

The provisional activity programme sets out the weekly structure. The day and destination of the study visit or cultural trip, professional visits, speakers and venues will be confirmed later. Partner universities should contact the Mobility and International Cooperation Office for nominations and mobility arrangements.

Contacts

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Preliminary Activity Programme

Digital Ethics and Responsible Communication in Social Impact Organizations

Salamanca 18 to 22 January 2027

Virtual component	Time in Salamanca	Programme focus
Monday 14 December 2026*	18:00 to 19:00 CET	Digital ethics, introduction to the challenge and team preparation.
Monday 11 January 2027*	18:00 to 19:00 CET	Discussion of initial team work and preparation for the on-site workshops.

*Google Meet online sessions dates are to be confirmed.

Indicative time	Monday 18 January	Tuesday 19 January	Wednesday 20 January	Thursday 21 January	Friday 22 January
09:00 to 11:00	Welcome and programme overview International teams and challenge introduction	Lecture 1 Digital ethics and responsible use of AI	Study visit / cultural trip Provisional placement only Day and destination to be confirmed	Workshop 3 Implementation, indicators and team preparation	Final team presentations Discussion and feedback
11:00 to 12:00	Faculty of Communications tour Ice breaking activity	Coffee break		Coffee break	UPSA historical building visit
12:00 to 14:00	Workshop 1 Problem, evidence and stakeholders	Workshop 2 Communication concept and prototype		Lecture 2 Responsible content, data and AI risks	Closing ceremony session
14:00 to 16:00	Lunch and free time	Lunch and free time		Lunch and free time	Lunch and free time
16:00 to 18:00		Salamanca city visit		Professional exchange or company visit	Free time
Evening	Free time	Free time		Farewell cocktail (restaurant to be confirmed)	Free time

On-site time slots and the order of activities are provisional. SmartApp is the planned professional collaborator, subject to confirmation. Speakers, rooms, visits and social activities will be confirmed in the final on-site schedule.

The trip is shown on Wednesday only as a planning placeholder. Arrival and departure travel dates will be agreed separately with the sending institutions.