

**COURSE DATA****Data Subject**

<b>Code</b>	35842
<b>Name</b>	Marketing communication
<b>Cycle</b>	Grade
<b>ECTS Credits</b>	6.0
<b>Academic year</b>	2020 - 2021

**Study (s)**

<b>Degree</b>	<b>Center</b>	<b>Acad. Period</b>
1313 - Degree in Business Management and Administration	Faculty of Economics	3 Second term

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
1313 - Degree in Business Management and Administration	44 - Compulsory subjects in the pathway: commercial management	Optional

**Coordination**

<b>Name</b>	<b>Department</b>
SANZ BLAS, SILVIA	43 - Marketing and Market Research

**SUMMARY**

*Marketing Communications* is a compulsory subject of *Business Management* curriculum, belonging to the *Marketing Management* area. It has a semiannual course and comprises a total of 6 credits, consisting in 3 theoretical and 3 practical credits.

This subject is considered essential in specializing in marketing. There is a large volume of theoretical and empirical research that supports the development of the study of marketing communications within the marketing discipline. Meanwhile, in recent decades, business practices have changed significantly, which run parallel to the increased complexity of the market. In the context of marketing, this complexity has encouraged the strategic aspect of marketing, where analysis and understanding of marketing communications represent one of its core functions. A successful marketing planning must start with the knowledge of the market and the appropriate communication with it, hence the importance of the subject.



This course aims to teach students to analyze and understand diversity and importance of marketing communications. At the end of the course, students must know how to manage and know marketing communication process, main characteristics, communication tools strengths and weakness, including new technologies, web 2.0 and social networks and media.

## PREVIOUS KNOWLEDGE

### Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

### Other requirements

It is desirable to have knowledge of business and marketing fundamentals taught in other subjects

## OUTCOMES

### 1313 - Degree in Business Management and Administration

- Demonstrate capacity for analysis and synthesis.
- Have organisation and planning skills.
- Be able to analyse and search for information from different sources.
- Be able to work in a team.
- Have interpersonal skills.
- Have critical and self-critical capacity.
- Show creativity.
- Be able to understand the mechanisms of the market, of competition and of consumers and buyers by means of analysing the information available and that obtained from any possible source, and be able to organise, control and manage the resources and commercial capacities to adapt the company's offer and messages to the needs of its clients.
- Be able to plan, organise, control and evaluate the implementation of business strategies.
- Understand the function of marketing communication, as well as its main instruments.

## LEARNING OUTCOMES

- Know the terminology and habits of professional development in communication
- Understand and apply the processes of marketing communications
- Understand the concepts of integrated marketing communications and brand communication
- Understand and apply the models of mass and interactive marketing communications
- Comprehend advertising
- Know how to implement strategic and media planning
- Know different marketing communication tools and channels
- Be able to develop a communication campaign



- Understand the value and characteristics of direct marketing, sales promotions, PR and sponsorship
- Work effectively with others
- Present and communicate effectively work results and analyzes made both orally and in writing
- Solve tasks or performing work in the allotted time for it, maintain the quality of output
- Propose and evaluate business activities with a socially responsible perspective
- Set relevant questions or issues and raise autonomously oriented research work on these issues

## DESCRIPTION OF CONTENTS

### 1. Marketing Communication overview

### 2. Advertising

### 3. Sales promotions

### 4. Direct marketing

### 5. Public relations and sponsorship

### 6. Other actions and trends in communication

## WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Classroom practices	30,00	100
Development of individual work	5,00	0
Study and independent work	20,00	0
Readings supplementary material	5,00	0
Preparation of evaluation activities	20,00	0
Preparing lectures	20,00	0
Preparation of practical classes and problem	10,00	0
Resolution of case studies	10,00	0
<b>TOTAL</b>	<b>150,00</b>	



## TEACHING METHODOLOGY

The course has a theoretical and a practical approach. The development of the course is structured in one theory session and one practice session per week, 2 hours each. The methodology used in the course is classified into three types:

- **Methodology for the theory sessions**

The technique used in the theory sessions will be participative lectures. Students' participation will be encouraged: with questions, comments and suggestions. At the beginning of each session, a summary will be provided on the most important aspects covered in the previous class. The slides of the subject will be available in the virtual classroom, so they can continue more smoothly the content being taught.

Different artworks can also be used that illustrate exemplary exhibitions.

At end of each session, a brief summary of the class will be presented.

- **Methodology for the practical sessions**

The practices will be developed in groups, the latter consisting of a maximum of 4 persons. The group will be formed during the first days of the class and will be maintained throughout the semester.

## EVALUATION

The theoretical and practical credits will be assessed in different ways, though, in the end students will get a single mark with the following percentage distribution: 60% of the mark will correspond to the theoretical credits, while the practical part evaluation will account for 40% of it.

The theoretical content will be evaluated through a series questions (open-ended, multiple choice and/or practical ones), where the student is to demonstrate not only the mastery of the subject's content, but also the capacity for analysis and application of the obtained knowledge. The maximum score that can be obtained in the theory part of the exam is 6, while 3 is the minimum that needs to be reached, otherwise the practical part will not be summed. The evaluation will be done at the end of the semester.

The maximum number of points that can be obtained in the practical part of the course is 4. They will be assessed continuously by the delivery of the planned activities/practical exercises during the course, together with class attendance. When evaluating the practical part, correct execution of the practice, participation, students' interest and oral presentation will be considered. To pass the practical part, students have to obtain at least 2 out of 4 points. If a minimum of 2 points is not obtained in this part, the theory mark will not be summed.

It should be noted that group work is considered an irrecoverable activity due to (1) the difficulty in assessing with a single exam all the contents covered in the practical sessions during the semester and (2) the need to look for secondary information sources to be able to develop it correctly and adequately. For this reason, in case that a student has not passed the practical part of the subject as for the first exam period (either because they have not presented the group work or because it has not received the minimum number of points), the work has to be delivered on the day of the second exam and it has to fulfill all the requirements.



As mentioned earlier, practical class attendance will be evaluated by the lecturer and students have to attend at least 80% of the total number of practical classes. When absent, students have to provide a justification stating their reasons for missing the class.

## REFERENCES

### Basic

- Bigné, J.E. (2003). Promoción Comercial. Esic. Madrid.
- Royo-Vela, M. (2002). Comunicación Publicitaria. Un enfoque integrado y de dirección. Minerva. Madrid.
- Clow, K.E. y Baack, D. (2010). Publicidad, promoción y comunicación integral de marketing, 4ª ed. Pearson. México.
- De Pelsmacker, Geuens and Van den Bergh (2010). Marketing Communications: A European Perspective. Prentice Hall.
- Moriarty, S., Mitchell, N. and Wells, W. (2012). Advertising & IMC: Principles and Practice, 9th Ed Prentice Hall, London.
- Clow, K. E. and Baack, D. E. (2012). Integrated Advertising, Promotion, and Marketing Communications, 5th Ed Prentice Hall, London.
- Seric, M., Gil-Saura, I. & Ruiz-Molina, E. (2014). How can integrated marketing communications and advanced technology influence the creation of customer-based brand equity? International Journal of Hospitality Management, 39, 144-156
- Gómez, B. (2017). Fundamentos de la publicidad. ESIC Editorial.
- Clow, K.E., Baack, D. (2010). Publicidad, promoción y comunicación integral de Marketing. Pearson, Prentice Hall.
- Sánchez, J., Pintado, T. (2010). Nuevas tendencias en comunicación. Esic, Madrid
- Martínez, E y Nicolás, M.A. (2016). Publicidad Digital. Esic, Madrid.
- Estrella, A. y Segovia, C. (2016). Comunicación integrada de Marketing. Esic, Madrid.
- Pintado, T. y Sánchez, J. (2017). Nuevas tendencias en comunicación estratégica. Esic, madrid.
- Shimp, T (2012). Advertising Promotion and Other Aspects of Integrated Marketing Communications, CENGAGE Learning Custom Publishing.
- Martín, J. D.; Olarte, C.; Reinares, E.; Reinares, P.J.; Samino, R. (2019). gestión de la comunicación. un enfoque integral. ESIC Editorial, Madrid.

### Additional

- Alet, J. (2007). Marketing Directo e Interactivo. Campañas efectivas con sus clientes. Esic. Madrid.





- Ros, V. (2008). E-Branding: posiciona tu marca en la red. Netbiblo. Madrid.

## ADDENDUM COVID-19

**This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council**

The modality of classes for students will depend on the social and health conditions and the restrictions established by the competent authorities.

In the case of **online teaching**, classes will be given by videoconference, preferably synchronous, using Blackboard Collaborate, Teams, Skype or the tool that the lecturer considers appropriate to optimize the student's teaching-learning process during the scheduled program sessions, **which remain the same days and times**.

In the case of **blended teaching**, the students will have to access the classroom in alternate weeks according to the initial of their last name (A-M or L-Z). The classes will be broadcast so that the students will have face-to-face teaching one week, and the next week they will follow the classes in streaming.