

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

Code	40103
Name	Promotional communication
Cycle	Master's degree
ECTS Credits	5.0
Academic year	2020 - 2021

Study (s)

Degree	Center	Acad. year	Period
2114 - M.D. in Marketing and Market Research	Faculty of Economics	1	Second term

Subject-matter

Degree	Subject-matter	Character
2114 - M.D. in Marketing and Market Research	1 - Specialty in communication	Optional

Coordination

Name	Department
RUIZ MAFE, CARLA	43 - Marketing and Market Research

SUMMARY

In the subject of Promotional Communication, the functioning of various communication variables other than advertising will be analysed. An attempt will be made to show the student the importance of the communication tools that are usually called *below the line*. Secondly, and more specifically, the study of decisions involving the use of sales promotion, an important tool within the communication mix of the company that leads, in many cases, to be part of the budget of the company. communication with advertising. Third, the student will be introduced in the field of public relations, direct marketing, sponsorship and patronage, and fairs and exhibitions. It is, in short, to familiarize the student with certain communication tools that have gained momentum in recent years, as a result of advertising saturation, such as direct marketing, as well as with others that, although they have a long tradition in the business world, the student as a consumer may pass unnoticed but still represent an important value for the company; it's about public relations, sponsorship or fairs.

The objective is to provide the student with the knowledge related to the Management of Promotional Marketing Communication both in its theoretical and practical dimensions, in order to assist the marketing management in the messages and means to be selected through various communication techniques promotional



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

No enrolment restrictions have been specified with other subjects of the curriculum.

In relation to other subjects of the same degree, no enrolment restrictions have been specified with other subjects of the curriculum. The previous knowledge is that of access to the Master

OUTCOMES

2114 - M.D. in Marketing and Market Research

- Saber aplicar los conocimientos adquiridos y ser capaces de resolver problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio.
- Poseer las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo.
- Ser capaces de integrar conocimientos y enfrentarse a la complejidad de formular juicios a partir de una información que, siendo incompleta o limitada, incluya reflexiones sobre las responsabilidades sociales y éticas vinculadas a la aplicación de sus conocimientos y juicios.
- Saber comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades.
- Students should possess and understand foundational knowledge that enables original thinking and research in the field.
- Ser capaces de buscar, ordenar, analizar y sintetizar la información, seleccionando aquella que resulta pertinente para la toma de decisiones.
- Saber trabajar en equipo con eficacia y eficiencia.
- Ser capaces de tomar decisiones tanto individuales como colectivas en su labor profesional y/o investigadora.
- Have a proactive attitude towards possible changes that may occur in their professional and/or investigative work.
- Be able to integrate new technologies in their professional and/or research work.
- Know how to write and prepare presentations to present and defend them later.
- Ser capaces de analizar de forma crítica tanto su trabajo como el de su compañeros.



- Saber presentar en público los objetivos del plan de marketing y responder a las críticas de otros, mediante juicios argumentados y defenderse con rigor y tolerancia.
- Diseñar mecanismos de control sobre las decisiones de marketing e investigación comercial e implementar posibles medidas correctoras.
- Realizar una adecuada segmentación y selección del público objetivo.
- Ser capaces de definir la estrategia de posicionamiento.
- Redactar documentos e informes en marketing e investigación comercial.
- Presentar documentos e informes en marketing e investigación comercial.
- Saber realizar las labores propias de su profesión, tanto en empresas privadas como en organismos públicos.

LEARNING OUTCOMES

At the end of the teaching-learning process, the student will have learned to:

Select and correctly use different sources of information in both traditional and electronic formats

Prepare documents and reports presented in a written text in a comprehensible organized, documented and illustrated way

Articulate an oral, structured, coherent speech, with good diction and use of technical vocabulary

Argue and counter-argue

Develop and direct a communication campaign

Select and use appropriately the variables of the corporate communication mix

Select and use appropriately the variables of the promotional communication mix

Select and use the communication variables appropriately (advertising, promotion, etc.)

Use the technical vocabulary of the subject

DESCRIPTION OF CONTENTS

1. PART ONE: PROMOTIONAL COMMUNICATION AND BUSINESS

Topic 1.- Promotion: development and new trends

1.1. New trends in promotional communication

1.2. Marketing communications: concept, process and types

1.3. Promotional Communication tools

1.4. Communication Plan

2. SECOND PART: CLASSIC PROMOTION TOOLS

Topic 2.- The sales promotion and its technical

Topic 3.- Direct and interactive marketing

Topic 4.- Trade fairs

Topic 5.- Public Relations and sponsorship

Topic 6.- Promotional communication and corporate social responsibility

**3. SEMINAR: BRANDED ENTERTAINMENT**

Branded Entertainment

WORKLOAD

ACTIVITY	Hours	% To be attended
Theoretical and practical classes	34,50	100
Theory classes	0,00	100
Attendance at events and external activities	6,50	0
Development of group work	10,00	0
Readings supplementary material	7,50	0
Preparation of evaluation activities	21,50	0
Preparing lectures	22,50	0
Preparation of practical classes and problem	22,50	0
TOTAL	125,00	

TEACHING METHODOLOGY

The teaching methodology will be based on:

- Theoretical classes through participatory lectures
- Discussion of articles (readings)
- Project development
- Expert conferences
- Group work

The proposed methodology can be developed both in person and remotely if the circumstances require it.

EVALUATION

Final exam: 40%

Group work: 30% (including oral presentation)

Continuous assesment: 25%

Seminar BRAND ENTERTAINMENT: 5%

If necessary, the weight of academic assignments may be increased, to adjust to possible teaching situations until reaching 100% of the grade.



REFERENCES

Basic

- Bigné, E. (2003). Promoción comercial: un enfoque integrado. Esic, Madrid
- Rodríguez Ardua, I. (2014). Marketing digital y comercio electrónico. Ed. Pirámide , Madrid
- Kuster, I. (2013). El marketing en una nueva era. Ibergarceta Publicaciones, Madrid.
- Ramos, M. (2014). Tecnologías de la Persuasión. Uso de las TIC en Publicidad y Relaciones Públicas. Universitat oberta de Catalunya (UOC), Barcelona.
- Ruiz, C. (2014). Marketing digital. En Estrategias de marketing sectorial (Eds. Cubillo, J.M.; Blanco, A.), pp.215-238 . Editorial: ESIC, Madrid.
- Ruiz, C. (2014). Mobile marketing y marketing interactivo, ¿Qué puedo hacer por tí?. En Marketing Sanitario. Evolución-Revolución (Eds. Hernández, A.; Martínez, J.M.), pp. 225-246. Editorial: ESIC, Madrid.
- Branded entertainment and convergent media (2015). (ed. Martí, J.; Ruiz, C.; Scribner, L.), IGI Global, Hershey, PA.
- Claves de Marketing en el nuevo escenario de la distribución comercial (2016). (Ed. Trespalacios, J.A., Vázquez, R.; Estrada, E.; González, C.). Fundación Ramón Areces: Oviedo.
- Marketing insights: La respuesta del comercio a las tendencias sociales del consumidor (2017). (Ed. Trespalacios, J.A.; Vázquez, R.; Estrada, E. y González, C.), Cátedra Ramón Areces, Oviedo.

Additional

1. Abad, J. C. G., López, F. J. M., & Jiménez, J. A. M. (2011). Características de los folletos publicitarios como elemento de la estrategia publicitaria del minorista: aspectos que determinan la propensión del consumidor a utilizarlos (No. 1103). Catedra Fundación Ramón Areces de Distribución Comercial.
2. Ballings, Michel, Heath McCullough, and Neeraj Bharadwaj. "Cause marketing and customer profitability." Journal of the Academy of Marketing Science 46, no. 2 (2018): 234-251.
3. Darmawan, A., Wong, H., & Thorstenson, A. (2018). Integration of promotion and production decisions in sales and operations planning. International Journal of Production Research, 56(12), 4186-4206.
4. García, B.; Gutiérrez, A.Mª (2013). Marketing de fidelización, Pirámide, Madrid.
5. Keller, W.I., Deleersnyder, B. and Gedenk, K., 2019. Price Promotions and Popular Events. Journal of Marketing, 83(1), pp.73-88.
6. Mullin, R. (2018). Promotional marketing. Routledge.
7. Tapia Frade, A. (2015). Fundamentos de las Relaciones Públicas, Pirámide, Madrid
8. Vilagínés, Josep Alet. "Claves para desarrollar un programa de fidelización efectivo." Harvard Deusto Márketing y Ventas130 (2015): 6-13.



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 teaching of the course 2020-2021 to which refers this Teaching Guide is programmed in face-to-face modality.

If at any time during the course, for justified and unforeseen reasons, it is not possible to carry it out as planned, the responsible teacher will communicate through the Virtual Classroom of the subject more specific and detailed information on the changes that would be appropriate to make.

Given the possibility of quarantine of some students or confinement of the population, the possibility of teaching distance learning by synchronous methods is contemplated, allowing the full development of the program. The appropriate measures will be taken if necessary, to facilitate access to the training sessions of any student who has to observe quarantine unexpectedly throughout the course.