

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

Code	42148
Name	International marketing communication
Cycle	Master's degree
ECTS Credits	7.5
Academic year	2021 - 2022

Study (s)

Degree	Center	Acad. year	Period
2069 - M.U. Gestión de Negocios Internacionales (2007)	Faculty of Economics	1	Second term

Subject-matter

Degree	Subject-matter	Character
2069 - M.U. Gestión de Negocios Internacionales (2007)	8 - International marketing communication	Optional

Coordination

Name	Department
BIGNE ALCAÑIZ, JOSE ENRIQUE	43 - Marketing and Market Research

SUMMARY

Planning, management, evaluation and use of advertising, sales promotion and related techniques from an international perspective.

PREVIOUS KNOWLEDGE**Relationship to other subjects of the same degree**

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



Other requirements

Students will have completed a degree or degree that has given him skills in business management. Students have taken the subjects of the first semester of the master.

OUTCOMES

2069 - M.U. Gestión de Negocios Internacionales (2007)

- To learn communications concepts such as signs, field of experience or meaning and then learn to communicate
- To learn strengths and weaknesses of communication tools
- To be able to manage and plan integrated marketing communication campaigns
- To be able to increase brand equity using marketing communications
- To be able to apply theoretical knowledge to practical problems
- To equip students with tools to analyze and synthesize communication papers or reports to assist them in communication decision making and planning
- To be able to integrate legal, normative and ethical considerations into discussion of advertising or communication topics
- To learn to perform communication roles: marketing manager us communication agency staff
- To be able to write and present a marketing communications campaign
- To equip students with the ability to work in groups
- To equip students with the ability towards individual and on-going learning

LEARNING OUTCOMES

- Understand and manage the strengths and weaknesses of communication tools.
- Analyze and synthesize reports or articles on communication, useful for decision-making and communication planning.
- Manage and plan campaigns and integrated marketing communications.
- Be able to increase brand value through the use of marketing communications.
- Apply theoretical knowledge to solve problems. Being able to discuss legal, regulatory and ethical issues in advertising and communication.

DESCRIPTION OF CONTENTS

**1. INTEGRATED MARKETING COMMUNICATION: FUNDAMENTALS****2. ADVERTISING****3. SALES PROMOTION****4. SALES AND SALES MANAGEMENT****5. OTHER PROMOTIONAL TOOLS****WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	33,00	100
Classroom practices	22,50	100
Seminars	9,00	100
Tutorials	7,50	100
Development of group work	20,25	0
Development of individual work	20,25	0
Study and independent work	75,00	0
TOTAL	187,50	

TEACHING METHODOLOGY

The learning experience will include:

Lectures and tutorials, where it is present and explain the theory, models and techniques.

Seminars, to develop and discuss communication campaigns, case studies and reports of communication.

Group tutorials to develop step by step a campaign of Integrated Marketing Communication (IMC).
Students will have to discuss and report on their campaigns IMC, applying the theoretical basis.

Readings, search for information, written reports and oral presentations.



EVALUATION

Tests written and / or oral assessment, which consist of issues theoretical, practical, or troubleshooting.

Participation in classroom activities discussion and resolution cases or exercises, demonstrating the involvement of the student.

Oral presentation written and / or practical activities as cases of study, exercises or questions, developed individually and / or group

REFERENCES

Basic

- T. A. Shimp (2003): Advertising, Promotion, and Other Aspects of Integrated Marketing Communications. Seventh edition. Thomson South-Western.

P. De Pelsmacker; M. Geuens and Van den Bergh. (2004): Marketing Communications. An European Perspective. Second edition. Prentice Hall.

ADDENDUM COVID-19

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

Due to the exceptional issue of the pandemic, the international flight restrictions, and health recommendations, the teaching activity will be organized on a blended format as follows: (i) From January to mid-April, classes will be online; due to time differences classes will be in the afternoons; (ii) teachers will attend students in their contact hours, either online or offline for those students who would be able to come over; (iii) If pandemic-related restrictions are removed, the face-to-face classes will be scheduled from April 13th.