

25321 - The communications company

Información del Plan Docente

Academic Year	2017/18
Faculty / School	103 - Facultad de Filosofía y Letras
Degree	272 - Degree in Journalism
ECTS	6.0
Year	2
Semester	Second Four-month period
Subject Type	Basic Education
Module	---

1.General information

1.1.Introduction

1.2.Recommendations to take this course

1.3.Context and importance of this course in the degree

1.4.Activities and key dates

2.Learning goals

2.1.Learning goals

2.2.Importance of learning goals

3.Aims of the course and competences

3.1.Aims of the course

3.2.Competences

4.Assessment (1st and 2nd call)

4.1.Assessment tasks (description of tasks, marking system and assessment criteria)

5.Methodology, learning tasks, syllabus and resources

5.1.Methodological overview

See "Learning activities " and "Syllabus".

More information will be provided on the first day of class.

5.2.Learning tasks

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- Theoretical lectures.
- Practical lectures.
- Individual work.
- Personal study.
- Assessment activities.

5.3.Syllabus

1.- The company:

1.1. Concept of company and entrepreneur.

1.2. The division of work. Concentration and globalization of the communication company.

1.3. The vision of the company as a team work. Human Resources.

2.- Technical Aspects of the company:

2.1. The financial logistic process.

2.2. The real logistic process.

3.- Introduction to Marketing:

3.1. Fundamentals of Marketing, concepts and evolution.

3.2. Communication and information market analysis.

4.- Marketing tools:

4.1. Decisions about the Product variable.

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4.2. Decisions about the Communication variable: the communication process, advertising, promotions and public relations.

4.3. Decisions about the Distribution variable: concept, functions and channels.

4.4. Decisions about the Price variable.

5.4.Course planning and calendar

See the academic calendar of the University of Zaragoza (<http://academico.unizar.es/calendario-academico/calendario>) and the website of the Faculty of Philosophy and Arts (*Schedule of classes* : <https://fyl.unizar.es/horario-de-clases#overlay-context=horario-de-clases>; Examination schedule: <https://fyl.unizar.es/calendario-de-examenes#overlay-context=>)

More information will be provided on the first day of class.

5.5.Bibliography and recommended resources

[BB: Bibliografía básica / BC: Bibliografía complementaria]

- [BB] Nieto Tamargo, Alfonso. Empresa informativa / Alfonso Nieto y Francisco Iglesias . 1ª ed. Barcelona : Ariel, 1993
- [BB] Salas Fumás, Vicente. Economía de la empresa : decisiones y organización / Vicente Salas Fumás . 2ª ed. amp. y act. Barcelona : Ariel, 1996
- [BB] Santesmases Mestre, Miguel. Marketing : conceptos y estrategias / Miguel Santesmases Mestre . 6ª ed. Madrid : Pirámide, 2012