

Academic Year/course: 2021/22

## 25321 - The communications company

### Syllabus Information

**Academic Year:** 2021/22

**Subject:** 25321 - The communications company

**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

### 2. Learning goals

### 3. Assessment (1st and 2nd call)

### 4. Methodology, learning tasks, syllabus and resources

#### 4.1. Methodological overview

The methodology followed in this course is oriented towards the achievement of the learning objectives. It is based on active participation, case studies, teamwork etc. that favor the development of communicative skills and critical thinking. A wide range of teaching and learning tasks are implemented, such as lectures, practice sessions, autonomous work, tutorials, and assessment tasks.

Students are expected to participate actively in the class throughout the semester.

Classroom materials will be available via Moodle. These include a repository of the lecture notes used in class, the course syllabus, as well as other course-specific learning materials, including a discussion forum.

Further information regarding the course will be provided on the first day of class.

#### 4.2. Learning tasks

This is a 6 ECTS course organized as follows:

? Lectures. The teacher presents theoretical contents illustrated with relevant examples.

? Practice sessions. They can include discussion and presentation of case studies, learning of techniques and practical work outside the classroom (field work or visits).

? Autonomous work. Students do tasks such as study, readings, preparation of practice sessions and seminars, and summative assignments.

? Tutorials. Office hours can be used to solve doubts and for follow-up of students' learning progress.

? Assessment tasks.

#### 4.3. Syllabus

The course will address the following topics:

- Topic 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.
- Topic 2. Technical Aspects of the company:
  - 2.1. The financial logistic process.
  - 2.2. The real logistic process.
- Topic 3. Introduction to Marketing:
  - 3.1. Fundamentals of Marketing, concepts and evolution.
  - 3.2. Communication and information market analysis.
- Topic 4. Marketing tools:
  - 4.1. Decisions about the Product variable.
  - 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.

#### **4.4. Course planning and calendar**

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please to the faculty of Philosophy and Arts website (academic calendar <http://academico.unizar.es/calendario-academico/calendario>; *Schedule of classes*: <https://fyl.unizar.es/horario-de-clases#overlay-context=horario-de-clases>; Assessment schedule: <https://fyl.unizar.es/calendario-de-examenes#overlay-context=>)

#### **4.5. Bibliography and recommended resources**

<http://psfunizar10.unizar.es/br13/egAsignaturas.php?codigo=25321>