

Academic Year/course: 2021/22

61759 - Below the line marketing communications

Syllabus Information

Academic Year: 2021/22

Subject: 61759 - Medios de comunicación no convencionales

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 555 - Master's in Management, Strategy and Marketing

ECTS: 3.0

Year: 1

Semester: Second semester

Subject Type: Optional

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 learning process that has been designed for this course is based on the following activities:

- Lectures: introduction of the theoretical concepts of the course. In this sessions students are expected to participate, which will encourage the discussion and critical analysis of the concepts and research presented in the class.
- Analysis and discussion of research papers related to the course: instructors will select several research papers and students will prepare and present summaries of these papers including the possible limitations of the articles.
- Elaboration and presentation of a research project: students, organised in groups, will prepare and present a research project based on experimentation. They will have to define the objectives of the project, design and develop the research pretests, as well as explain how they would carry out the research.

4.2. Learning tasks

The course includes the following learning tasks:

- Lectures and discussion of the contents: 15 hours (face-to-face 100%)
- Discussion of research papers: 20 hours (face-to-face 50%)
- Elaboration and presentation of projects: 40 hours (face-to-face 12.5%)

Note: It is expected that classes will take place at the Faculty (offline). However, classes would take place semi-on-site or online if it were necessary due to safety reasons.

4.3. Syllabus

The course will address the following topics:

Topic 1. Marketing communication:

Marketing communication mix

Relevance of below-the-line communications

Research about below-the-line communications

Methods used in research about below-the-line communications

Topic 2. The use of below-the-line communications tools in brand management

Topic 3. Below-the-line communications tools: sales promotions, cause-related marketing, sponsorship, and public relations.

Below-the-line communications: consumer response models

Relevant variables in the design of below-the-line communications campaigns

Evaluation models

Topic 4. Below-the-line communications: new trends

4.4. Course planning and calendar

This is a 3 ECTS course. Sessions will be distributed as follows:

- 1 presentation session and introduction to the course: 2 hours
- 14 theoretical-practical sessions: 28 hours.

It is expected that students spend time outside of classes revising the contents of the course, working on the research papers and the research project. Student workload is equivalent to 75 working hours. The timetable of sessions will be announced on the faculty website. Presentation dates will be announced by teachers.

Further information concerning the timetable, assessment dates and other details regarding this course will be provided by the teachers and the website of the Facultad de Economía y Empresa.

4.5. Bibliography and recommended resources

http://biblos.unizar.es/br/br_citas.php?codigo=61759&year=2021