

61759 - Below the line marketing communications

Syllabus Information

Academic year: 2023/24

Subject: 61759 - Below the line marketing communications

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

The objective of the subject is to deepen the different professional and theoretical approaches of the main below-the-line communication tools, stressing the importance of integrated management of the communication mix and the new trends as well as their research opportunities.

The specific theoretical and methodological framework of different instruments will be discussed in depth and the main models for assessing their efficiency will be explained.

These approaches and objectives are aligned with the Sustainable Development Goals (SDGs) of the 2030 Agenda and certain specific targets (<https://www.un.org/sustainabledevelopment/es/>), contributing to some extent to their achievement. Specifically, students will be introduced to below-the-line communication tools through which organizations can use to contribute to the achievement of numerous SDGs.

2. Learning results

- To understand the relevance of below-the-line communication within the communication strategy of organizations.
- To identify, analyse and assess the main lines of research and approaches that have emerged in the field of *below-the-line* commercial communication.
- To analyse and critically assess the key elements in the design of effective communication strategies using *below-the-line* tools.
- To analyse and critically assess the response of different agents to this kind of tools.
- To develop a research work focused on commercial communication through below-the-line instruments.
- To communicate knowledge and ideas both in writing and orally,

3. Syllabus

1. Business communication in organizations
2. The use of below-the-line communication tools in the brand management.
3. Below-the-line communication tools: sales promotion, cause marketing, sponsorship and patronage, and public relations.
4. New trends in below-the-line communication

4. Academic activities

- Participative master class: the teacher will explain the content of the subject and will encourage student participation and debate: 15 h (100% attendance).
- Presentation and discussion of readings: 20 h (50% attendance)
- Development and defence of the proposal/research work: 40 h (12.5% attendance)

5. Assessment system

In the **FIRST CALL**, there are two possible assessment systems:

Continuous assessment: it requires the completion of the following activities on the dates detailed in the timetable of the subject (minimum 5 points to pass the subject).

- **Activity 1.** Student participation in the theoretical sessions where discussion questions on the subject's content will be presented. 10% of the grade
- **Activity 2.** Critical analysis and oral presentation of two research readings. The student must write two

summaries that include a reflection on the main limitations, future lines of research and implications. 40% of the grade (20% for each reading).

- **Activity 3.** Research work based on experimentation. It will be designed by all the students. Each student should individually prepare a proposal of possible research hypotheses, variables, scenarios and measurement scales for the different constructs. The written document submitted and the active participation during the working sessions will be valued. 50% of the grade

Global assessment: it will consist of a written test on the theoretical, practical and theoretical-practical contents developed throughout the term and included in the subject's syllabus. This activity will account for 100% of the grade (minimum of 5 points to pass the subject).

SECOND CALL: global assessment system that will follow the rules of the global system of the first call.

Global tests will be held on the official dates specified in the examination calendar established by the centre.