

27628 - Commercial Communication Management

Syllabus Information

Academic year: 2024/25

Subject: 27628 - Commercial Communication Management

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 450 - Degree in Marketing and Market Research

ECTS: 6.0

Year: 3

Semester: Second semester

Subject type: Compulsory

Module:

1. General information

This subject aims to deepen the role of marketing communication as one of the key instruments of the marketing strategy. Likewise, it is intended to train students to design and develop communication plans for organizations with the greatest effectiveness and efficiency. Finally, the aim is for the student to analyze, evaluate and make decisions regarding communication, appropriate to the specific situation of a company.

These approaches and goals are aligned with the following Sustainable Development Goals (SDGs) of the Agenda of United Nations (<https://www.un.org/sustainabledevelopment/es/>), in such a way that the acquisition of the learning results of the subject provides training and competence to contribute to the achievement of goal 5: Equality of Gender; 8: Decent Work and Economic Growth, and goal 12: Responsible Production and Consumption.

It is advisable to have passed the compulsory subject of the "Marketing" module of the two previous years of the Degree, that is, Introduction to Marketing.

2. Learning results

The student, in order to pass this subject, must demonstrate the following results...

- Know the fundamentals of commercial communication as a marketing tool.
- Know how to identify the different elements that make up the communication mix and know how to assess the usefulness of each of them in specific situations.
- Learn about new forms and trends in commercial communication and their implications for the company's strategy.
- Understand the business communication planning process.
- Apply the elements that the company has to take into account to elaborate the commercial communication plan: the media, the target audience, the budget and the creative plans.
- Knowing how to critically assess and analyze the communication activities developed by organizations, proposing alternative strategies and actions.
- Solve and develop individually and/or in teams, activities and works related to the contents of the subject and plan them to better achieve the objectives set and optimize time.
- Communicate rigorously, orally and in writing, knowledge, ideas and results of the activities and works carried out.

All of the above will be carried out in accordance with the values of ethics and good professional practices, as well as the values of democratic values and respect

3. Syllabus

Unit 1: Commercial Communication

1.- The communication process

2.- Commercial communication

3.- Communication tools

Unit 2: Commercial Communication Planning

- 1.- Communication, Marketing and Business
- 2.- The Communication Planning Process
- 3.- Integrated Marketing Communication (I.M.C.)

Unit 3: Advertising. Basic Concepts

- 1.- Definition and Typology
- 2.- Advertising Objectives
- 3.- Advertising Performance

Unit 4: Advertising Media

- 1.- Media, Supports and Advertising Forms
- 2.- Media Research
- 3.- Media Planning

Unit 5: Advertising Message

- 1.- Message Creativity
- 2.- Message Research

Unit 6: Advertising Regulation

- 1.- Spanish legal regulations
- 2.- Advertising self-regulation
- 3.- Entities that control advertising

Unit 7: Advertising Agencies and Media Agencies

- 1.- Advertising agencies
- 2.- Media Agencies

Unit 8: Sales Promotion

- 1.- Introduction
- 2.- Promotion planning
- 3.- Sales Promotion Techniques

Unit 9: Public Relations, Sponsorship and Trade Shows

- 1.- Public Relations: Concept and Functions
- 2.- External Public Relations Techniques
- 3.- Sponsorship
- 4.- Fairs

Unit 10: New Trends in Communication

1. Content Marketing
2. Experiential Marketing
3. Other Trends

4. Academic activities

The learning process is based on the following activities:

- Participative lectures: will provide the necessary theoretical knowledge, accompanied by practical examples to facilitate understanding.
- Resolution and presentation of problems and case studies, elaboration and presentation of papers, discussion of current issues, readings and interactive activities.
- Tutorial activities and/or seminars: students will be able to clarify doubts about the theoretical and practical contents of the subject.
- Autonomous work: includes study activities, resolution of practical activities, individual and/or group work, search and analysis of information, among others.
- Assessment activities:

The teaching methodology and its evaluation is planned to be based on face-to-face classes. No however, if circumstances

require it, it may be done online.

5. Assessment system

The evaluation of the subject for the FIRST OFFICIAL CALL will be carried out through a CONTINUOUS ASSESSMENT SYSTEM that consists of the following activities:

Activity 1 (A1): Student comments on readings and case studies. Specifically, will include an internship on Advertising Creativity (maximum 1.5 points), an internship on New Trends in Marketing Communication (maximum 1.5 points) and the identification and analysis of current information related to the subject (maximum 2 points). These tasks may be developed in groups or individually.

Activity 2 (A2): Elaboration of a commercial communication plan for an organization. The results achieved will be presented and discussed in class. They may be carried out in groups of four to six people depending on the number of students enrolled, and will have a maximum score of 5 points (3.5 points for the communication plan and 1.5 points for the presentation and discussion).

These activities will be developed and presented in the practical sessions of the subject, according to the chronogram that will be established at the beginning of the term.

The final grade will be the result of the sum of the grade obtained in the different activities, being necessary to obtain a 5 to pass the subject.

Students who do not choose to take the Continuous Evaluation, do not pass it or wish to improve their grade, must take a GLOBAL TEST, written or oral, in which the learning objectives will be evaluated through theoretical and practical questions where students must apply the theory to the situations proposed and practical questions related to the contents developed in the different activities proposed. This test will be performed in the official date established by the Center.

In the SECOND CALL, the evaluation will be carried out through a GLOBAL TEST, written or oral, which will have the same characteristics as the first call.

The detection of plagiarism in an activity will result in a grade of 0 points.

6. Sustainable Development Goals

- 5 - Gender Equality
- 8 - Decent Work and Economic Growth
- 12 - Responsible Production and Consumption