

Teaching guide

IDENTIFICATION DETAILS

Degree:	Business Administration and Management		
Field of Knowledge:	Social and Legal Sciences		
Faculty/School:	Law, Business and Government		
Course:	INTEGRAL BUSINESS COMMUNICATION		
Type:	Optional	ECTS credits:	3
Year:	3	Code:	7155
Teaching period:	Sixth semester		
Subject:	Commercial and Marketing		
Module:	Functional Management of Business Areas		
Teaching type:	Classroom-based		
Language:	Inglés		
Total number of student study hours:	75		

Teaching staff	E-mail
Margarita Álvarez Pérez de Zabalza	margarita.alvarez@ufv.es
Beatriz Duarte Monedero	b.duarte@ufv.es

SUBJECT DESCRIPTION

In today's world, communication plays a key role in the relationship between companies and their customers, so it constitutes a powerful tool for marketing departments of companies. To succeed in the market you must know the rules. Therefore it is essential that men and women who lead the Marketing strategy in the future really understand the basics of advertising communication, and structure the knowledge to get their businesses competitive and

sustainable. In this course, we will pursue all these things, preparing our students so they can be market drivers through Integrated Business Communication as a fundamental of marketing mix variable, and in line with the overall Commercial and Marketing strategy in the Organization.

To be successful in the market implies knowing the rules of the game; it is therefore essential that the people in charge of the men and women who will take the reins of marketing in the future have a good understanding of the basic concepts of advertising and communication and know how to structure them in order to make their companies competitive and sustainable. In this course, we will try to achieve this purpose by preparing our students to be able to make the right decisions as drivers of advertising communication.to make the right decisions as market drivers through Integral Communication in the Company, as a fundamental marketing variable.of the marketing-mix, and in line with the general Commercial and Marketing strategy of the Marketing strategy of the Organization. Page 3 Topic II.- The Communication Plan. Introduction: - Basic structure - Objectives of the Communication Plan - The briefing and its importance - How to prepare a briefing Topic III.- The Communication Plan. Evaluation of the current

GOAL

The final objective of the course is to complete the marketing knowledge of the student, a future company manager, in the knowledge of the different existing media and supports to communicate with the target audience, with the group of consumers.Always bearing in mind that in most of today's large corporations, the budget allocated to advertising communication occupies a substantial part of it. The specific aims of the course are: To understand the close relationship between Advertising Communication and the Marketing Strategies of the company. To know the particularities of the different media, both massive (ATL) and selective (BTL). (BTL) To establish rational qualitative and quantitative evaluation criteria for advertising actions

The specific aims of the subject are:

Understanding the tight relationship between Advertising and Marketing Strategies in an organization

Know the particularities of the different media, both mass (ATL) and selective (BTL) ||Establish rational qualitative and quantitative evaluation criteria for advertising actions.

PRIOR KNOWLEDGE

To take the course it is necessary to have knowledge of the fundamentals of Marketing, acquired in the first semester of the third year of the Bachelor's Degree with the subject Commercial and Marketing Management

COURSE SYLLABUS

Topic I.- Definitions and basic concepts: -Introduction O Basic structure of Communication O Principal agents of Communication O Difference between ATL and BTL O Basic objective of Advertising -The communication system and its members. The Advertising Agency O Functions, Relationship and Responsibilities O The work of the Advertising Agency Marketing Departments. To be successful in the market implies knowing the rules of the game; it is therefore essential that the people in charge of the men and women who will take the reins of marketing in the

future have a good understanding of the basic concepts of advertising and communication and know how to structure them in order to make their companies competitive and sustainable. In this course, we will try to achieve this purpose by preparing our students to be able to make the right decisions as drivers of advertising communication. to make the right decisions as market drivers through Integral Communication in the Company, as a fundamental marketing variable. of the marketing-mix, and in line with the general Commercial and Marketing strategy of the Marketing strategy of the Organization.

Topic II.- The Communication Plan. Introduction: - Basic structure - Objectives of the Communication Plan - The briefing and its importance - How to prepare a briefing

Topic III.- The Communication Plan. Evaluation of the current situation: -The Brand O What is the Brand? Its importance The Brand Structure -Consumer Insights

Topic IV.- The Communication Plan. Communication Strategies: - Competitive advantage, USP value proposition. - The Target. Positioning as a central element of communication.

Topic V.- The Communication Plan. The Media and Communication Programs. -Advertising. Mass media. Qualitative and quantitative evaluation criteria. Or Digital Media. Internet. SEO/SEM strategies. Mobile Marketing. - Promotional Marketing and Point of Sale. O How to carry out promotional actions. O The importance of the point of sale in the purchase decision. - Public Relations, Sponsorship, Product Placement. Street Marketing. O What they consist of and how to develop them - Direct and Relational Marketing. Social Media. Branded Content. What they consist of and how to develop them and Marketing Management

EDUCATION ACTIVITIES

The classes will be eminently practical and oriented to the intervention of the students and to the realization of work that must be completed in an autonomous manner. Basically, the methodology used will consist of a combination of 3 types of classes: - Lecture by the teacher in those subjects where it is necessary. - Flipped Classroom, in which the students will have to elaborate different topics of the program. - Project-based learning: students will have to carry out in groups and throughout the classes a Communication Plan selected by the teacher.

DISTRIBUTION OF WORK TIME

TEACHER-LED TRAINING ACTIVITIES	INDIVIDUAL WORK
30 Horas	45 Horas
Expository Classes 15h Discussion and debates in class 3h Individual and Group presentations 4h Videos and complementary activities 2h Evaluations 4h	Team project 20h Theoretical study and readings 15h Individual jobs 5h Online jobs - Forums 5h

SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

Ability to carry out synthetic and analytical thought.

To seek, find and analyze diverse information from various sources.

To develop oral and written communication skills in a native and foreign language.

To be able to apply relevant IT knowledge to the field of study.

To enjoy a creative and entrepreneurial spirit.

General Skills

Ability to carry out synthetic and analytical thought.

To seek, find and analyze diverse information from various sources.

To develop oral and written communication skills in a native and foreign language.

To be able to apply relevant IT knowledge to the field of study.

To enjoy a creative and entrepreneurial spirit.

Competencias específicas

Be able to design and manage projects.

Know how to carry out and interpret market research.

Develop oral and written communication habits.

Know how to effectively use computer tools for making presentations.

Be able to apply knowledge to practice.

RESULTADOS DE APRENDIZAJE

It performs and correctly interprets the market studies that are the basis of the advertising activity.

Effectively formulates and transmits a briefing to the company's communication specialists, internal or external, starting from the interpretation of the client's wishes and needs known through research

Drafts and presents a comprehensive communication plan for a real product

You define the company's communication needs and objectives in coherence with the company's marketing mix||Knows and uses the different advertising disciplines that make up the communication mix and the communication objectives of each of them||Knows the structure of advertising system and its agents, in order to satisfy the outsourcing needs of the company's management.

Evaluate the communication projects presented to them by the Advertising or Media Agencies. This evaluation capacity must include the qualitative aspect (coherence of the project with the communication objectives set out, suitability for the target and suitability of the creative proposal) and the quantitative aspect (effectiveness of these projects according to the ratios in terms of investment use and coverage of the proposed media plan).

SISTEMA DE EVALUACIÓN DEL APRENDIZAJE

The following evaluation criteria are established:

Students who attend class normally: Continuous Evaluation System, both in Ordinary and Extraordinary Calls.

- Taking Exams, Partial and Final, 50%.
- Preparation of a Briefing: 10%
- Preparation and Presentation of a Communication Plan: 20%
- Preparation of specific works and activities requested by the teacher: 15%
- Class attendance and participation: 5%.

To pass the subject, it is necessary that the grades obtained in the Exam and preparation of the briefing and communication plan exceed 5.

Students with academic exemption who cannot attend class in a justified manner and UFV students on exchange stays, both in Ordinary and Extraordinary Calls.

- Same system, but 5% of Class Attendance and Participation will be added to the final exam. And the 15% of

work and activities will be calculated on the basis of the different tasks commissioned in class, which will be mandatory for all students.

- In the case of students on an exchange stay, it will be their responsibility to find out about the evaluation procedure. Students in subsequent calls.

- If they normally attend class, they can take advantage of the Continuous Assessment System. Otherwise, the grade will be calculated based on the Exam and the Briefing and Communication Plan, so the maximum score you can choose is 8.

To ensure meaningful learning on the part of the student, the delivery dates of the proposed activities, individual and group work will be scrupulously respected. A minimum attendance of 80% of classes is required to qualify for Continuous Assessment.

Plagiarism, as well as the use of illegitimate means in evaluation tests, will be sanctioned in accordance with those established in the Evaluation Regulations and the University's Coexistence Regulations

USO ÉTICO Y RESPONSABLE DE LA INTELIGENCIA ARTIFICIAL

1.- The use of any Artificial Intelligence (AI) system or service shall be determined by the lecturer, and may only be used in the manner and under the conditions indicated by them. In all cases, its use must comply with the following principles:

a) The use of AI systems or services must be accompanied by critical reflection on the part of the student regarding their impact and/or limitations in the development of the assigned task or project.

b) The selection of AI systems or services must be justified, explaining their advantages over other tools or methods of obtaining information. The chosen model and the version of AI used must be described in as much detail as possible.

c) The student must appropriately cite the use of AI systems or services, specifying the parts of the work where they were used and describing the creative process followed. The use of citation formats and usage examples may be consulted on the Library website(https://www.ufv.es/gestion-de-la-informacion_biblioteca/).

d) The results obtained through AI systems or services must always be verified. As the author, the student is responsible for their work and for the legitimacy of the sources used.

2.- In all cases, the use of AI systems or services must always respect the principles of responsible and ethical use upheld by the university, as outlined in the [Guide for the Responsible Use of Artificial Intelligence in Studies at UFV](#). Additionally, the lecturer may request other types of individual commitments from the student when deemed necessary.

3.- Without prejudice to the above, in cases of doubt regarding the ethical and responsible use of any AI system or service, the lecturer may require an oral presentation of any assignment or partial submission. This oral evaluation shall take precedence over any other form of assessment outlined in the Teaching Guide. In this oral defense, the student must demonstrate knowledge of the subject, justify their decisions, and explain the development of their work.

BIBLIOGRAFÍA Y OTROS RECURSOS

Básica

Kotler, Philip (1931-) Marketing according to Kotler: how to create, win and dominate markets/Barcelona:Paidós, 2011.

Kotler, Philip (1931-) Principles of marketing/last international edition. Prentice Hall.

Kotler, Philip (1931-) Marketing Management