

# Teaching guide

## IDENTIFICATION DETAILS

Degree:	Business Administration and Management		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Legal and Business Science		
Course:	INTEGRAL BUSINESS COMMUNICATION		
Type:	Optional	ECTS credits:	3
Year:	3	Code:	7155
Teaching period:	Sixth semester		
Area:	Commerce and marketing		
Module:	Functional administration of business areas		
Teaching type:	Classroom-based		
Language:	English		
Total number of student study hours:	75		

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## 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.

## GOAL

The final objective of the subject is to complete the student marketing knowledge, future company manager, in the knowledge of the different media and supports available to communicate with the consumers. Always bearing in mind that in the majority of today's big corporations, the budget allocated to advertising communication occupies a substantial part.

The specific aims of the subject are:

Understand the close relationship between Advertising Communication with the Marketing Strategies of the company

Know the peculiarities 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 will be necessary to have knowledge of the fundamentals of Marketing, acquired in the first semester of the 3rd year of the Degree with the subject of Commercial and Marketing Management.

## COURSE SYLLABUS

Topic I.- Definitions and basic concepts:

- Introduction
  - o Basic Structure of Communication
  - o Main agents of Communication
  - o Difference between ATL and BTL
  - o Basic objective of the Advertising
- The communication system and its members. The advertising agency
  - o Functions, relationship and responsibilities
  - o The work of the Advertising Agency

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. Assessment of the current situation:

- The brand
  - o What is the Brand? Its importance
  - o Brand Structure
- Consumer Insights

Topic IV.- The Communication Plan. Communication strategies:

- Competitive advantage, USP value proposition
- The Target. Positioning as a core element of communication.

Topic V.- The Communication Plan. The Media and Communication Programs.

- Advertising.

- o Mass Media. Qualitative and quantitative evaluation criteria
- o 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.
- o What they consist of and how to develop them.

## EDUCATION ACTIVITIES

Classes will be eminently practical and oriented to the participation of the students and to the realization of face-to-face work that must be completed in an autonomous way.

Basically, the methodology used will consist of a combination of 3 types of class:

- Master classes by the professor in those subjects in which it is necessary.
- Flipped Classroom, in which the students will have to elaborate different topics of the program.
- Project-based learning: students must carry out in a group and throughout the classes a Communication Plan for a product selected by the professor .

However, training activities, as well as the distribution of working time, can be modified and adapted according to the different scenarios established following the instructions of the health authorities. ”

## DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
30 hours	45 hours
Expository classes 15h Discussions in class 3h Individual and group presentations 4h Videos and complementary activities 2h Evaluations 4h Tutorials (group and individual) 2h	Team project 20h Theoretical study and readings 15h Individual work 5h Works online - 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

## General Skills

- Ability to carry out synthetic and analytical thought.
- To seek, find and analyse 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.

## Specific skills

- To be able to design and manage projects.
- To be able to carry out and interpret market studies.
- To develop oral and written communication skills.
- To be able to effectively use those tools needed for giving presentations.
- To be able to put knowledge into practice.

## LEARNING RESULTS

- Carry out and correctly interpret the base market studies of the advertising activity.
- Efficiently enunciates and transmits a 'briefing' to the company's communication specialist collaborators, whether internal or external, based on the interpretation of the client's wishes and needs known through research
- Write and present a Comprehensive Communication Plan about a real product.
- Define the communication needs and objectives of the company in coherence with the Marketing mix.
- Know and use the different advertising disciplines that make up the Communication mix and the Communication objectives that are specific to each of them
- Know the structure of the advertising system and its agents, in order to satisfy the external contracting needs that the Marketing Department has to carry out.
- Evaluate the Communication projects that are presented by the Advertising or Media Agencies. This evaluation capacity must include the qualitative aspect (Coherence of the project with the proposed Communication objectives, adaptation to the "target" and suitability of the creative proposal) and the quantitative (Efficiency of these projects according to the ratios of investment and coverage of the proposed media plan).

## LEARNING APPRAISAL SYSTEM

- The following evaluation criteria are established:
- Students who normally attend class: Continuous Evaluation System, both in Ordinary and Extraordinary exam.
- Completion of Exams, mid-term and Final, 50%.
  - Preparation of a Briefing: 10%
  - Preparation and Presentation of a Communication Plan: 20%
  - Preparation of works and specific activities requested by the teacher: 15%
  - Attendance and participation in class: 5%.
- To pass the course, it is necessary that the marks obtained in the Exam and the preparation of a briefing and communication plan are greater than 5.

Students with academic exemption who cannot attend class justifiably and UFV students in exchange stay, both in Ordinary and Extraordinary Call.

- Same system, but 5% Attendance and Class Participation will be added to the final exam. And 15% of work and activities will be calculated on the different tasks ordered in class, which will be compulsory for all students.  
- In the case of exchange students, it will be their responsibility to inform themselves about the evaluation procedure.

Students in subsequent calls.

- If they normally attend class they will be able to take part in the Continuous Assessment System. Otherwise, the grade will be calculated based on the Exam and the Briefing and Communication Plan, so the maximum grade they can obtain is 8.

The exams will be carried out in person as long as the health situation allows, and may be modified in order to comply with the instructions given by the health authorities.

To ensure meaningful learning by the student, the deadlines for the proposed activities, individual and group work will be scrupulously respected.

A minimum attendance of 80% of the classes is required to be eligible for Continuous Assessment.

All the students of the degree will be subject to the rules of coexistence of the University, with special attention to the infractions for plagiarism and / or copy in examination that will be considered as serious according to article 7 of this rules.

All tests subject to evaluation will be subject to the provisions of the UFV Evaluation Regulations.

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

In the event that the recommendations of the health authorities force a remote teaching system, the evaluation procedure and the weight of the different factors will be maintained.

## **BIBLIOGRAPHY AND OTHER RESOURCES**

### **Basic**

Marketing. Philip Kotler y otros. Pearson / Prentice Hall. Madrid 2004.

Todo lo que se de Publicidad. Joaquín Lorente.

El Libro Rojo de la Publicidad. Luís Bassat.

Planes Completos de Publicidad. Sandra Beckwith

### **Additional**

Manual de Planificación de Medios. M<sup>a</sup> Ángeles González Lobo

Marketing Relacional. Josep Alet -

Caída de la Publicidad y Auge de las Relaciones Públicas. Al Ries.

Webs recomendadas: Marketing and Advertising News: - Ad and Marketing News: [www.adage.com](http://www.adage.com) - AdWeek Magazine: [www.adweek.com](http://www.adweek.com) - Warc - the global provider of ideas and evidence for marketing people: [www.warc.com](http://www.warc.com) Commercials / Ads: - Ads of the World: [www.adsoftheworld.com](http://www.adsoftheworld.com) - The Advertising archives: [www.advertisingarchives.co.uk](http://www.advertisingarchives.co.uk) - Advertisement Ave: [www.advertisementave.com](http://www.advertisementave.com) - Superbowl Ads: [http://superbowl-ads.com/article\\_archive/](http://superbowl-ads.com/article_archive/)