

Teaching guide

IDENTIFICATION DETAILS

Degree:	Design		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	MARKETING AND BRAND IMAGE		
Type:	Compulsory	ECTS credits:	6
Year:	4	Code:	1540
Teaching period:	Seventh semester		
Area:	Project implementation		
Module:	Methodology for Design Projects		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

SUBJECT DESCRIPTION

The purpose of this course is to acquaint students with the tools of marketing so that they can successfully market or promote products, services and brands. Students learn how a communication strategy is designed and implemented through all the external communication tools such as advertising, public relations and direct marketing, and through internal communication and communication to groups of interest for organisations. The personality of each organisation is visually expressed through a structure of brands and logos, packaging, point-of-sale displays, etc. which the designer must understand and respect.

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

To instil in students the ability to work in a team, working independently while supporting a global project, defining responsibilities and cooperating with other professions and trades in the pursuit of a common goal.

To provide students with a broad overview of the world of design through a familiarity with all its different disciplines, thereby taking full advantage of the synergies and creative resources shared by various professionals in this field.

To teach students to give explanations, arguments and defence for their projects at university level and in a professional setting when dealing with customers or other design professionals.

Specific skills

To gain a basic understanding of economics and marketing.

To analyse conditioning factors and define criteria.

To develop the ability to communicate and make oneself understood, both orally and in writing (preparing a brief, defending proposals, drafting reports, viewing information, etc.).

To acquire an ability for the synthesis and integration of knowledge: becoming familiar with system integration strategies.

To acquire the ability to communicate effectively.

To develop the capacity for independent work.

To have the ability to work well in a team.

To cooperate with other professions, in particular, with professionals from other disciplines.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours