

Teaching guide

IDENTIFICATION DETAILS

Degree:	Business Administration and Management		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Law, Business and Governance		
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:	Spanish/English		
Total number of student study hours:	75		

SUBJECT DESCRIPTION

To be successful in the market implies knowing the rules of the game; it is therefore essential that the persons 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

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.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
30 hours	45 hours