

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:	Spanish/English		
Total number of student study hours:	75		

SUBJECT DESCRIPTION

In today's world, Communication plays a fundamental role in the relationship between companies and their customers, making it a powerful tool available to company Marketing Departments.

Being successful in the market implies knowing the rules of the game; it is therefore essential that the men and women who are in charge of marketing in the future understand well the basic concepts of advertising communication and know how to structure them to make their companies competitive and sustainable.

In this course, we will try to achieve this purpose, preparing our students so that they can make appropriate decisions as market drivers through Integral Communication in the Company, as a fundamental variable of the marketing-mix, and in line with the Organization's general Commercial and Marketing strategy.

GOAL

The final objective of the course is to complete the marketing knowledge of the student, future company manager, in the knowledge of the different means and supports that exist to communicate with the consumer group. Always considering that in most of today's large 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 and the company's Marketing Strategies.

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

PRIOR KNOWLEDGE

To take the course, it will be necessary to have knowledge about the fundamentals of Marketing, acquired in the first semester of the 3rd year of the Degree with the subject Commercial and Marketing Management.

COURSE SYLLABUS

Theme I.- Basic definitions and concepts:

- Introduction
 - o Basic Structure of Communication
 - o Main Agents of Communication
 - o Difference between ATL and BTL
 - o Basic Objective of Advertising
- The communication system and its members. The Advertising Agency
 - o Roles, relationships and responsibilities
 - o The work of the Advertising Agency

Theme II.- The Communication Plan. Introduction:

- Basic structure
- Objectives of the Communication Plan
- The briefing and its importance
- How to prepare a briefing

Theme 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 central 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 buying decision
- Public Relations, Sponsorship, Product Placement. Street Marketing.
 - o What do 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

The classes will be eminently practical and oriented to student intervention and to carrying out face-to-face work that must be completed autonomously.

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

- Master lesson by the teacher on those topics where necessary.
- Flipped Classroom, in which students must prepare different topics for the program.
- Project-based learning: students must carry out a learning plan in groups and throughout classes

Communication of a consumer product selected by the teacher.

DISTRIBUTION OF WORK TIME

TEACHER-LED TRAINING ACTIVITIES	INDIVIDUAL WORK
30 Horas	45 Horas

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.

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To enjoy a creative and entrepreneurial spirit.

Specific skills

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.

LEARNING RESULTS

Carry out and correctly interpret the market studies underlying the advertising activity.

It effectively states and transmits a 'briefing' to the company's communication specialists, whether internal or external, based on the interpretation of the customer's wishes and needs known through the research

Write and present a Comprehensive Communication Plan on a real product.

Define the company's Communication needs and objectives in line with its 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 meet the outsourcing needs to be carried out by the Marketing Directorate

Evaluate Communication projects submitted to them by Advertising Agencies or Means. 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 aspect (Effectiveness of these projects according to the ratios in use of investment and coverage of the proposed media plan).

LEARNING APPRAISAL SYSTEM

The following evaluation criteria are established:

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

- 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

ETHICAL AND RESPONSIBLE USE OF ARTIFICIAL INTELLIGENCE

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.

BIBLIOGRAPHY AND OTHER RESOURCES

Basic

Kotler, Philip (1931-) Marketing Management [Electronic Resource]/15th. London: Pearson Education, 2019.

Kotler, Philip. Marketing/Fourteenth edition.

Additional

Bassat, Luis (1941-) The Red Book of Advertising/Madrid:Espasa, D.L. 1998.

(Bassat, Luis (1941-) The Red Book of Advertising/Madrid:Espasa, D.L. 1998. , ||Bassat, Luis (1941-) The Red Book of Brands/Barcelona:Random House Mondadori, 2006.)