

Teaching guide

IDENTIFICATION DETAILS

Degree:	Marketing		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Law, Business and Governance		
Course:	INTEGRAL COMMUNICATION MANAGEMENT		
Type:	Compulsory	ECTS credits:	6
Year:	3	Code:	7630
Teaching period:	Fifth semester		
Area:	Operational Marketing		
Module:	Development and practical application of knowledge acquired		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

SUBJECT DESCRIPTION

El contenido de esta asignatura se complementará con otras dos del mismo módulo: "Comunicación BTL" (que incide en los medios no masivos de comunicación) e "Internet como medio de relación", de tal forma que, las tres asignaturas en su conjunto doten al alumno de una visión completa de las diferentes acciones que pueden integrar un plan de comunicación global.

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

Capacity for analytical, synthetic thought applied to business decision-making.

An ability to accomplish goals and solve problems, showing an ability to adapt to and make decisions in all manner of business management situations.

To understand marketing and enterprise as a service for the people within a company and society in general.

An ability to analyse, seek out and compare all types of information from a range of sources, although essentially linked to companies and markets.

Specific skills

To develop effective oral and written communication skills.

To be able to develop an advertising strategy according to a company's products and services.

To be able to design a briefing in order to develop an advertising campaign.

To be able to channel the creativity of advertising agencies in line with the advertising strategy.

To be capable of assessing the impact of advertising messages through any media, applying the parameters for measurement used in the advertising sector.

DISTRIBUTION OF WORK TIME

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