

Teaching guide

IDENTIFICATION DETAILS

Degree:	Marketing		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Law, Business and Governance		
Course:	BELOW THE LINE (BTL) COMMUNICATION		
Type:	Optional	ECTS credits:	3
Year:	3	Code:	7649
Teaching period:	Sixth semester		
Area:	Operational Marketing		
Module:	Development and practical application of knowledge acquired		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	75		

SUBJECT DESCRIPTION

Es de resaltar que, según la evolución de las inversiones publicitarias en España durante los últimos años, las realizadas en los medios BTL ya superan a las realizadas en los soportes ATL. Dicho de otra forma, en la actualidad los soportes BTL tienen una mayor importancia como soporte de la comunicación publicitaria en España, por lo que es necesario su conocimiento y funcionamiento.

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

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

An ability to organise and plan for the purposes of marketing and business management.

An ability to design and manage projects in the field of marketing and sales organisation.

An ability to learn independently.

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 capable of designing a Below the Line (BtL) campaign to boost company sales.

DISTRIBUTION OF WORK TIME

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