

Academic Year: ( 2017 / 2018 )

Review date: 04-05-2017

Department assigned to the subject: Business Administration Department

Coordinating teacher: ESTEBAN BRAVO, MERCEDES

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 2

**REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)**

Not required.

**OBJECTIVES**

Skills to be acquired

General skills

\*CG1: Solid theoretical knowledge of Marketing and Market Research.

\*CG4: Fluid oral and written communication skills in the language(s) used throughout the training process.

Specific skills:

\*CE11: Analysis, evaluation and decision making on communication (to know advertising tools and its legal framework, campaign management, online communication management, public relations and corporate communication management, management of sales promotions, control and measuring response of market, and choice budget of communication)

Learning objectives:

¿ Understand the communication process.

¿ Make you knowledgeable about the important issues in planning and evaluating integrated marketing communications.

**DESCRIPTION OF CONTENTS: PROGRAMME**

-Introduction: Forms and processes of advertising communication. Conventional media (press, radio, outdoor advertising, cinema and television) and new media (Internet, video games, mobile,...). The agents in advertising industry: advertising agency.

-Advertising planning: The design of advertising message and a campaign. Objectives and message, Media planning, Media Budgeting. Assessment of the results of a campaign thorough advertising research.

-Alternatives to Mass Advertising: Sponsorship, Public relations, Direct Marketing.

-Integrated Communication.

**LEARNING ACTIVITIES AND METHODOLOGY**

Classes may involve lectures, small group exercises, case analyses and discussions. The lectures will serve to establish the conceptual foundations. Practical classes are designed so that students can develop skills and abilities required properly established.

Student contributions are an important part of the course. Students are expected to read assigned materials for each class; attend class, participate and contribute to discussions.

**ASSESSMENT SYSTEM**

Your final grade will be assigned based on:

Participation in-class, discussion, assignments, quizzes and cases studies: 60%

Final exam: 40%.

In order to pass the subject, students need to meet the minimum passing score of 4 points (out of a possible 10) in the final exam. Students that do not meet the minimum passing grade should retake the subject. If the resit is taken, the above grade criteria also apply.

<b>% end-of-term-examination:</b>	40
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	60

#### BASIC BIBLIOGRAPHY

- Aaker, David A., Rajeev Batra, and John G. Myers Advertising Management, Englewood Cliffs, NJ: Prentice-Hall., 1992
- Sandra Moriarty, Nancy D Mitchell, William D Wells Advertising & IMC: Principles and Practice Global Edition, 10/E, Pearson Higher Education, 2015
- Sandra Moriarty, Nancy D Mitchell, William D Wells Advertising & IMC: Principles and Practice, Global Edition, 10/E, Pearson Higher Education, 2015
- William Wells, John Burnett, and Sandra Moriarty Advertising: Principles and Practice, Sixth Edition,, Prentice Hall, 2003