

Academic Year: (2023 / 2024)

Review date: 22-03-2023

Department assigned to the subject: Business Administration Department

Coordinating teacher: BARROSO LUDEÑA, ALICIA

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 OUTCOMES

The student identifies the objectives of the communication function in company decisions.

The student lists the main communication instruments to define the operational strategy of the company in the market.

The student applies the knowledge of advertising to the different strategies of the company.

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**TRAINING ACTIVITIES OF THE SUBJECT**

AF3 Theoretical practical classes

AF6 Group work

AF7 Individual student work

Activity code / No. of total hours / No. of face-to-face hours /% face-to-face

AF3 126 126 100

AF6 174 0 0

AF7 150 0 0

TOTAL SUBJECT 450 126

TEACHING METHODOLOGIES

MD1 Lectures in the teacher's class supported by computer and audiovisual media, in which the main concepts of the subject are developed and the bibliography is provided to complement the students' learning.

MD2 Critical reading of texts recommended by the professor of the subject: Sentences and resolutions, press articles, reports, manuals and / or academic articles, either for later discussion in class, or to

expand and consolidate the knowledge of the subject.

MD3 Resolution of practical cases, problems, etc.¿ raised by the teacher individually or in groups

MD4 Presentation and discussion in class, under the moderation of the teacher, of topics related to the content of the subject, as well as practical cases

MD5 Preparation of works and reports individually or in groups

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.

% end-of-term-examination:	40
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% of continuous assessment (assignments, laboratory, practicals...):	60
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BASIC BIBLIOGRAPHY

- Aaker, David A., Rajeev Batra, and John G. Myers Advertising Management, Englewood Cliffs, NJ: Prentice-Hall., 1992

- Douglas Davis Creative Strategy and the Business of Design, HOW Books , 2016

- 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