

Commercial Communication

2014/2015

Code: 42225

ECTS Credits: 10

Degree	Type	Year	Semester
4313148 Màster Universitari en Màrqueting	OT	0	2

Contact

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Use of languages

Principal working language: espanyol (spa)

Some groups entirely in English: No

Some groups entirely in Catalan: Yes

Some groups entirely in Spanish: No

Teachers

Pere Navalles Villar

Prerequisites

No requeriments

Objectives and Contextualisation

- Planning and developing marketing communication campaigns, with special emphasis on the development of a brand strategy and communication plan of a company or a product or service.
- Developing a creative and innovative attitude, management skills and oral and written communication skills.
- Developing strategies for persuasive communication in a multidisciplinary environment.
- Analyze and understand nowadays environment with interconnected medias.
- Ability to work in teams, learn to be flexible and change roles (advertiser-agency)

Skills

- Address business situations and/or problems that imply an ethical dilemma on the basis of critical reflection.
- Design and carry out market research.
- Design and implement marketing plans, applying criteria of effectiveness and efficiency.
- Design, plan and direct marketing actions in the new scenarios posed by the information society.
- Develop communicative skills in oral presentations before critical audiences.
- Display a wide-ranging knowledge of commercial communication tools in their current context.
- Draft clear, precise reports on commercial problems.
- Generate innovative, competitive ideas and solutions.
- Integrate and apply the new trends in marketing within the business, profitably and effectively.
- Know and understand the issues related to the management of commercial distribution and of an organisation's sales network.
- Plan and conduct advertising campaigns.
- Provide innovative solutions to commercial problems.
- Transfer planning and strategy design in marketing to the socio-political sphere.

Learning outcomes

1. Address business situations and/or problems that imply an ethical dilemma on the basis of critical reflection.
2. Apply the acquired knowledge professionally to a particular business situation.
3. Apply the methods of means planning.
4. Define key strategic positions for different product-market situations.
5. Describe the different theories on the consequences of political communication and gauge their real impact in particular contexts .
6. Describe the evolution and current situation of commercial distribution.
7. Describe the workings of the new research tools.
8. Design creative advertising strategies.
9. Design original and innovative strategies for integrated communication.
10. Develop communicative skills in oral presentations before critical audiences.
11. Display the ability to make a high-quality diagnosis of current business situations.
12. Distinguish the elements of advertising-campaign planning.
13. Draft clear, precise reports on commercial problems.
14. Establish communication objectives in line with business objectives .
15. Evaluate market dynamics.
16. Evaluate the effects of the application on the trading account.
17. Generate innovative, competitive ideas and solutions.
18. Identify creative advertising processes and techniques.
19. Identify the processes and techniques of means planning.
20. Know the research techniques that are commonly applied to advertising research.
21. Recognise the internal and external elements of the creation process in advertising.

Content

PART A: Media Planning

1. Introduction to communication. Communication vs. Information. Persuasive communication.
2. Mass media. Marketing and media. Theories and communication strategies. Advertising and media.
3. Market Analysis. Marketing Information Systems (MIS). Meet opponents. The Márqueting mix and its interface with the media strategy.
4. Value choice. Marques and products. Strategic Marketing.
5. sector. MCS as an advertising medium. The advertisers and the advertising industry.
6. Technical Concepts. Basics media. Fuentes. Media landscape. Characteristics of supports.
7. Media Strategy. Defining objectives. Shaft means. Different strategies: Media Mix. Creativity.
8. Media Research.
9. Work Processes. Media planning. Negotiation. Monitoring and adjustments. Evaluation and closure.
10. New Media. Democratization of persuasive communication.

PART B. Creative Advertising Strategies

1. MK and Advertiser Information: briefing and contrabriefing (T1)
2. Creative briefing 2 (T2)
3. Sources of information: product-brand-target-market (T3)
4. The process of building a brand (AT1).
5. Communication strategy. Holistic view within the marketing plan. Manage the contact points.
6. Evolution of strategic planning. The role of the planner.
7. Creativity in the strategy: find the right insights.
8. Creative advertising strategies (T6).
9. Creative brand strategies. Architectures. Experiential marketing.
10. Creative communication strategies. ATL and BTL (New media, electr

Methodology

Lectures, business cases, exercises and oral presentations.

Activities

Title	Hours	ECTS	Learning outcomes
Type: Directed			
Lectures	75	3	1, 3, 2, 20, 4, 7, 6, 5, 10, 8, 9, 12, 14, 17, 18, 19, 21
Type: Supervised			
Business Cases	50	2	1, 3, 2, 15, 20, 4, 11, 10, 8, 9, 12, 14, 17, 18, 19, 21
Type: Autonomous			
Autonomous	100	4	1, 3, 2, 13, 16, 4, 11, 10, 8, 9, 12, 14, 17, 18, 19, 21

Evaluation

First, It is necessary to attend at least 80% of all sessions. In the evaluation, the following factors will be taken into account:

- Participation (20%) active participation in the sessions, both theoretical and practical point in the class will be evaluated.
- Work (40%) Take in pairs. The work is the development of a communication plan / campaign a company or brand to choose students. The plan should integrate the contents of the two blocks of the module and therefore a strategic communication approach based on data analysis, with media planning, creative briefing (advertiser role) and that this campaign will be necessary communication (role agency).
- Examination (40%) At the end of the module a final exam in which the achievement of the objectives will be assessed in both blocks is performed.

RE-EVALUATION ACTIVITIES.

- Theory. New test.
- Project: Corrected and/or improved.

Evaluation activities

Title	Weighting	Hours	ECTS	Learning outcomes
Participation	20	2	0.08	1, 10, 17, 19, 21
Project	40	20	0.8	1, 3, 2, 13, 20, 4, 11, 10, 8, 9, 12, 14, 17, 18, 19, 21
Test	40	3	0.12	1, 3, 2, 20, 11, 8, 9, 12, 14, 17, 18, 19, 21

Bibliography

Bloque A

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Capítulos 18 y 19

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Capítulos 10 y 11

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MEDIOS DIGITALES:

Revistas profesionales

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IP-Mark: www.ipmark.com

Control Publicidad: www.controlpublicidad.com

Marketing directo.com: www.marketingdirecto.com

Puromarketing: www.puromarketing.com

Yorokobu: www.yorokobu.es

Webs

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Archivo de imágenes

ACI: www.acionline.biz

Age Fotostock: www.agefotostock.com

Alfaqui Fotografia/Photoline.com: www.photonline.com

Anna Server Agency S.L. (ASA): www.minenpictures.com

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Quickimage Stock: www.quick-image.com

Stock Photos: www.stockphotos.es

Vidiments: www.vidiments.com

Certámenes de habla hispana:

El Sol (publicidad): www.elsolfestival.com

Anuario de la Creatividad del cdc (publicidad y marketing): www.clubdecreativos.com

Premios a la Eficacia (publicidad y marketing): www.premioseficacia.com

Premios Laus (diseño y publicidad): www.adg-fad.org

Premios Ratón (publicidad interactiva): www.movierecord.com

Premios Imán (marketing directo): www.fecemd.org

Premios AEMP (marketing promocional): www.aemp.es

Premios APPE (producción): www.appe.org

FIAP (publicidad): www.fiap.com.ar

El Ojo de Iberoamérica (publicidad): www.elojodeiberoamerica.com

Festival Drac Novell: www.associaciopublicitat.com

Premio Ricarte de Creatividad

Certámenes internacionales:

Clio Awards (publicidad): www.clioawards.com

Festival de Cannes (publicidad y marketing): www.canneslions.com

London Festival (publicidad): www.liaawards.com

One Show (publicidad): www.oneclub.com

Cresta Awards (publicidad): www.cresta-awards.com

New York Festivals (publicidad, marketing y diseño): www.newyorkfestivals.com

Épica (publicidad): www.epica-awards.com

Eurobest (publicidad): www.eurobest.com

Echo Awards (marketing directo): www.dma-echo.org

Caples Awards (marketing directo): www.caples.org

PMC Awards (marketing promocional): www.eaca.be

Colegios, Asociaciones, federaciones y clubs:

Club de Creativos (cdec): www.clubdecreativos.com

Foment de les Arts Decoratives : www.fadweb.com

Asociación Española de Anunciantes (AEA): www.anunciantes.com

Asociación Española de Agencias de Publicidad (AEAP): www.aeap.es

Federación Nacional de Empresas de Publicidad (FNEP): www.fnep.es

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Federación Española de Comercio Electrónico y Marketing Directo (FECMD): www.fecemd.org

Asociación de Productoras Publicitarias Españolas (APPE): www.appe.org

Asociación de Agencias de Marketing Directo e Interactivo (AGEMDI): www.agemdi.org

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