

Marketing and Document Management

Code: 103133
ECTS Credits: 12

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	OB	1	A

Contact

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Use of Languages

Principal working language: catalan (cat)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: No

Prerequisites

There is no prerequisite.

Objectives and Contextualisation

To know how to identify markets and publics.

To understand the scope of the tools and the basic resources in analytical marketing and know how to apply them.

To know how to use the main types of sources and information resources.

To know how to manage documentary information.

Competences

- Analyse market data (competition and brand image) to develop a communication plan.
- Demonstrate a critical and self-critical capacity.
- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Demonstrate knowledge of management theories in the management of advertising companies and organisations.
- Develop autonomous learning strategies.
- Develop critical thinking and reasoning and be able to relay ideas effectively, in both official languages (Catalan and Spanish) and a third language.
- Disseminate the areas knowledge and innovations.
- Generate innovative and competitive ideas in research and professional practice.
- Manage time effectively.
- Respect the diversity and plurality of ideas, people and situations.
- Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
- Use ones imagination with flexibility, originality and ease.
- Value diversity and multiculturalism as a foundation for teamwork.

Learning Outcomes

1. Demonstrate a critical and self-critical capacity.
2. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
3. Develop autonomous learning strategies.
4. Develop critical thinking and reasoning and be able to relay ideas effectively, in both official languages (Catalan and Spanish) and a third language.
5. Disseminate the areas knowledge and innovations.
6. Distinguish the techniques for developing the corporate image of advertising companies and organisations.
7. Generate innovative and competitive ideas in research and professional practice.
8. Identify the foundations of brand creation and management.
9. Manage time effectively.
10. Respect the diversity and plurality of ideas, people and situations.
11. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
12. Use ones imagination with flexibility, originality and ease.
13. Value diversity and multiculturalism as a foundation for teamwork.

Content

Marketing Scope:

Marketing - General Approach (history, major authors, SIM and marketing approaches))

Environment analysis and SWOT

Market research: Qualitative

Market research: Quantitative

Consumer behavior

Marketing policies: The "4P" (product, price, distribution and communication)

Documentary Management Scope:

Preparation of academic documents: formal considerations. The bibliographic identification: norms and tools.

Documentary management: what it is and what it is for. Approach to the Information Units. Informative needs for publicists and public relations.

The representation of information: the languages of indexation.

The sources of information: typology, characteristics and uses. Sources of reference for the advertising activity.

The electronic information. The databases: structure, operation and consultation. Internet as a source of information: directories and search engines.

Access to bibliographic information on the net: catalogs, summary databases, commercial databases, editorial portals and academic search engines.

Sources of graphic and audiovisual information for the advertising activity.

Social search engines

Methodology

Teaching methodology:

Theoretical classes

Seminars

Practices

Tutorials

Reading and analysis of texts

Preparation and realization of individual and group work

Evaluation activities

Resolution of practical cases

Student's portfolio

TYPE OF ACTIVITY	ACTIVITY	HOURS	LEARNING RESULTS
Directed	Mk: General Approach - Basic ideas (history, great authors and approaches)	2	Knowledge of marketing concepts and approaches
	Mk: Environment analysis and SWOT	4	Recognition of environmental factors (micro and macro)
	Mk: Market research - Qualitative	4	Knowledge of the qualitative research techniques of qualitative research
	Mk: Market research - Quantitative	4	Knowledge of the quantitative research techniques of quantitative research
	Mk: Consumer behavior	6	Knowledge of the consumer behavior concepts and approaches
	Mk: Marketing policies: The "4P" (product, price)	6	Basic knowledge of the marketing policies (product, price)
	Mk: Marketing policies: The "4P" (distribution and communication)	6	Basic knowledge of the marketing policies (distribution and communication)
	DM: Formal aspects of academic work	2	Knowledge of the formal aspects of academic work: citation and bibliography
	DM: Information Units: the website of the UAB library service	2	Knowledge of the information services provided by the CBUC.

DM: Sources of information: reference sources for advertising activity	2	Knowledge of the s types of sources of advertising activity
DM: Consultation of bibliographic catalogs	4	Knowledge of the r catalogues. To kno strategies using co
DM: Consultation of bibliographic databases	8	Knowledge of the r give access to bibli how to interrogate
DM: Internet as a source of information	4	To know how to us
DM: Sources of access to graphic and audiovisual information	4	To know the main i the graphic and au the advertising acti
DM: Social Search Engines	2	To know the scope typologies that give information.
Mk-DM. Direction and realization of the course work	69	To apply the knowl Marketing and Doc resolution of a prot
Supervised		
Follow-up of the realization of the course work	15	To apply the knowl Marketing and Doc resolution of a prot
Autonomous		
Study of the contents of the subject.	165	To apply knowledg Marketing and Doc
Preparation of the two tests of the theoretical and practical contents.		
Preparation of group work.		

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Basic knowledge of operational marketing	6	0.24	6, 8
Basic knowledge of strategic marketing	6	0.24	6, 8
Knowledge of marketing orientations	2	0.08	6, 8
Knowledge of the basic techniques of qualitative market research	4	0.16	6, 8
Knowledge of the basic techniques of quantitative market research	4	0.16	6, 8
Knowledge of the different roles of the consumer	6	0.24	6, 8
Knowledge of the different types of databases and their use	8	0.32	6, 8
Knowledge of the main collective bibliographic catalogs and their use	4	0.16	6, 8
Knowledge of the main services of access to library information	2	0.08	6, 8
Knowledge of the scope and uses of the main types of information sources	2	0.08	6, 8
Recognition of environmental factors (micro and macro)	4	0.16	6, 8
To apply the knowledge and skills acquired about marketing and documentary management in the resolution of a problem	44	1.76	11, 4, 6, 7, 9, 8
To know how to use generalist search engines	4	0.16	6, 8
To know the main resources of access to the deep web	4	0.16	6, 8
Type: Supervised			
To apply the knowledge and skills acquired about marketing and documentary management in the resolution of a problem.	33	1.32	12, 2, 11, 1, 3, 4, 6, 5, 7, 9, 8, 10, 13
Type: Autonomous			
To apply the knowledge and skills acquired about marketing and documentary management in the resolution of a problem	75	3	12, 2, 11, 1, 3, 4, 6, 5, 7, 9, 8

Assessment

The system to pass the subject is through the monitoring of the continuous evaluation. This means carrying out and delivering the different evaluation activities planned, which are detailed below:

1. Individual classroom practices. The monitoring of the continuous evaluation requires the realization of a minimum of 70% of the exercises. The correct completion of all classroom exercises will provide 10% of the final grade.

2. Individual test of theoretical and practical contents of Marketing. The qualification obtained will represent 30% of the final grade.

3. Individual test of theoretical and practical contents of Documentary Management. The qualification obtained will represent 30% of the final grade.

These two tests seek to assess the understanding of the main theoretical and practical contents of the subject in its two aspects and must demonstrate the degree of learning and autonomous study of students.

Both tests are done the same day, during the month of February. The grade of each of the tests cannot be less than 3.5 to make average in the continuous evaluation. Both tests can be re-evaluated. The minimum grade to access the re-evaluation is 3. If the grade is lower, the subject will be suspended without the possibility of re-evaluation.

4. Course work. It is a group work that will be carried out entirely during the second semester. Its objective is to combine the two components of the subject (Mk + GD) through a practical case. The assignments for each group and the specificities on the realization and follow-up of the group work will be given at the beginning of the second semester. The group work grade will provide 30% of the final grade.

The qualification of the group work will be obtained through three evidences:

a) Follow-up of the work (completion of the orders and attendance to the programmed tutoring). The unjustified absence to any of the tutorials is penalized with 2 points of the note of the follow-up of the work. The qualification of the follow-up of the work represents 70% of the final grade of the work.

b) Work preparation. Formal presentation of the work, following the instructions provided by the professors in charge of both Mkt and DM parts of the subject. The qualification of the formal presentation represents 20% of the final grade of the work.

c) Public exhibition of the work, which represents 10% of the final grade of the work.

The final grade of the subject will be obtained from the sum of the percentages corresponding to the four items evaluated. To pass the subject, the sum of the three items should reach 5.

The re-evaluation: The individual Marketing and Documentary Management tests can be re-evaluated. Anyone who has made at least 70% of the individual practices within the period established for each one and has obtained a grade of not less than 3 in each of the tests, can opt for re-evaluation.

The orthographic or grammatical incorrectness in any of the activities of the subject will subtract points in their grades.

EVALUATION ACTIVITIES	HORAS	RESULTADOS DE APRE
Individual classroom practices	47	Mastery of the theoretical subject
Individual test of theoretical and practical contents of Marketing	1,5	Idem
Individual test of theoretical and practical contents of Documentary Management	1,5	Idem
Course work	60	Idem

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Course work	30%	60	2.4	2, 11, 3, 4, 6, 7, 9, 8
Individual practices in the Classroom	10%	30	1.2	12, 1, 6, 5, 8, 13
Individual test of theoretical and practical contents of Documentary Management.	30%	1	0.04	3, 4, 6, 9, 8, 10, 13
Individual test of theoretical and practical contents of Marketing	30%	1	0.04	3, 4, 6, 9, 8, 10, 13

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