

Marketing Communication

Code: 102357
ECTS Credits: 6

Degree	Type	Year	Semester
2501572 Business Administration and Management	OT	4	1

Contact

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Use of Languages

Principal working language: spanish (spa)
Some groups entirely in English: No
Some groups entirely in Catalan: No
Some groups entirely in Spanish: Yes

Prerequisites

It is recommended that the student has passed the Marketing I and Marketing II subjects.

Objectives and Contextualisation

Commercial Communication is an optional subject of 6 ECTS credits within the Degree in Business Administration and Management.

The main objective of the subject of Commercial Communication is to provide students with the knowledge and skills necessary to develop effective communication strategies in a business context. The most concrete objectives are:

- Understand the role that communication plays within corporate management.
- Understand the importance of integrated marketing communication.
- Understand the process of commercial communication and know the different types of communication.
- Know the logical and appropriate decision sequence in the company's communication strategy.
- Know how to establish objectives and allocate budget for the mix of marketing communication.
- Learn to assess the relevance of the context when decisions have to be made.
- Know, understand and handle the main techniques and general instruments of communication.
- Know the new tools of social communication and its use within the company.
- Be able to select and use the appropriate tools for solving specific problems.
- Knowing how to design an integrated marketing communication plan and its implementation.
- Know how to design a communication in social media (Social Media Plan).

Competences

- Act with ethical responsibility and respect for fundamental rights and duties, diversity and democratic values.
- Apply theoretical knowledge to improve relations with clients and suppliers, identifying the advantages and disadvantages of those relations for both sides: company and client or supplier.
- Capacity for adapting to changing environments.
- Capacity for independent learning in the future, gaining more profound knowledge of previous areas or learning new topics.
- Capacity for oral and written communication in Catalan, Spanish and English, which enables synthesis and oral and written presentation of the work carried out.

- Demonstrate initiative and work individually when the situation requires it.
- Demonstrate knowledge of the processes for the implementation of company strategies.
- Organise the work in terms of good time management, organisation and planning.
- Select and generate the information necessary for each problem, analyse it and take decisions based on that information.
- Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
- Take decisions in situations of uncertainty, demonstrating an entrepreneurial and innovative attitude.
- Transmit company, department or work objectives clearly.
- Work well in a team, being able to argue proposals and validate or reject the arguments of others in a reasoned manner.

Learning Outcomes

1. A capacity of oral and written communication in Catalan, Spanish and English, which allows them to summarise and present the work conducted both orally and in writing.
2. Apply the concepts of strategic marketing to achieve market-oriented organisation.
3. Assess the importance of long-term commercial relationships with clients (relationship marketing).
4. Assess the main marketing concepts and tools.
5. Capacity to adapt to changing environments.
6. Capacity to continue future learning independently, acquiring further knowledge and exploring new areas of knowledge.
7. Critically analyse the principles, values and procedures that govern the exercise of the profession.
8. Demonstrate initiative and work independently when required.
9. Establish strategies of innovation and development of new products.
10. Evaluate the major concepts and tools of communication (offline and online).
11. Formulate and design different strategies of growth and differentiation.
12. Identify the differences in the marketing applied to different economic sectors or types of organisations.
13. Identify the different elements making up a marketing plan, and draw up a marketing plan.
14. Identify the different elements that make up a communication plan and develop a communication plan.
15. Make decisions in situations of uncertainty and show an enterprising and innovative spirit.
16. Organise work, in terms of good time management and organisation and planning.
17. Perform an analysis of the market and of competitive structures, and determine a strategic diagnosis for the company.
18. Propose projects and actions in accordance with the principles of ethical responsibility and respect for fundamental rights, diversity and democratic values.
19. Recognise the different directions a company can adopt.
20. Select and generate the information needed for each problem, analyse it and make decisions based on this information.
21. Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
22. Translate strategic goals into specific marketing-mix programmes.
23. Translating strategic objectives into concrete programs of communication.
24. Understand the importance of strategic marketing as a source of competitive advantages for the organisation.
25. Work as part of a team and be able to argue own proposals and validate or refuse the arguments of others in a reasonable manner.

Content

1. Introduction to commercial communication. The communication process Public involved. B2B and B2C communication. The communication mix The integral communication of marketing. Communication on i off line. Buzz marketing. The necessary internal and external analysis. Commercial research applied to communication.

2. The commercial communication strategy. Definition of objectives. Description of the target audience in B2B and B2C markets. Importance of the roles in the decision process. Positioning as a key aspect Emotional vs. rational communication. The essence of the brand, the personality and the tone of communication. Design of the Communication Plan.
3. Creativity. Main considerations Basic creative paths. The creative briefing.
4. Advertising. Utility, benefits and limitations. The process of advertising planning. The elaboration of the advertising message. Advertising on and off line.
5. The sales promotion Utility, benefits and limitations. The mix of the promotion. The strategy and promotional tactics. Analysis of results.
6. From direct marketing to relational marketing. Utility, benefits and limitations. Importance of databases. Benefits of CRM.
7. Communication at the point of sale. Packaging, POS and merchandising. Utility, benefits and limitations.
8. Public relations. Nature and public relations concept: external and internal. Utility, benefits and limitations. Public relations techniques. Crisis management
9. Sponsorship. Type of sponsorships: Sponsoring and patronage. Utility, benefits and limitations.
10. The corporate visual identity. Utility, benefits and limitations. Subordination to strategic positioning. Corporate homogeneity on and off line.
11. Communication in social media Evolution of the Internet and social media (Social Media). The Social Media New concepts of Social Media. The company in Social Media. The impact of Social Media Marketing on SEO.
12. The Social Media Plan Surrounding analysis.Strategy and Tactics in Social Media. Metrics (KPI). Control. The Social Media Plan. The corporate online reputation. The new professional figures: the Community Manager
13. New communication trends The importance of engagement. The importance of personal branding. The Storytelling. Mobile marketing Other tools of last generation.

Methodology

Teaching will be offered on campus or in an on-campus and remote hybrid format depending on the number of students per group and the size of the rooms at 50% capacity.

The subject of Commercial Communication will use a combination of teaching methodologies to enhance learning by the student. 1) Lectures: in these sessions the professors will develop the main concepts and notions of the subject. 2) Realization of practical activities and exercises: the students must solve autonomously or with small work groups the practices and exercises proposed. Some of these activities will be done in the classroom and others will not. 3) Complementary activities: reading press articles that help illustrate and clarify relevant aspects of the content of the subject. 4) Face-to-face tutorials: the student will have a few hours where the teachers of the subject will be able to help him to solve the doubts that are presented in the study of the subject and / or in the resolution of the problems.

The proposed teaching methodology may undergo some modifications according to the restrictions imposed by the health authorities on on-campus courses.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Defense of works	17	0.68	1, 25
Theoretical-practical classes	32.5	1.3	7, 2, 24, 9, 11, 13, 12, 18, 21, 17, 19, 22, 10, 4, 3
Type: Supervised			
Elaboration of supervised report / Tutorials	5.5	0.22	24, 12, 15, 17, 22, 3
Type: Autonomous			
Completion of practices, exercises and individual final work	20	0.8	5, 1, 6, 8, 24, 11, 13, 16, 15, 17, 20, 22, 4
Internship, exercises and final group work	21.5	0.86	2, 5, 1, 6, 8, 24, 9, 11, 13, 12, 16, 15, 17, 19, 20, 22, 25, 4, 3
Study	50	2	2, 24, 9, 11, 13, 12, 16, 17, 19, 4, 3

Assessment

The evaluation of the subject Commercial Communication will take into account the following components:

Evaluation activity 1: Communication plan (35%)

Evaluation activity 2: Personal Social Media Plan (15%)

Written test: exam (50%).

The evaluative activity 1 (35% of the grade) will be a group work that will

The evaluative activity 2 (15% of the grade) will be an individual work that

The works or the resolution of cases that for the different subjects and pr

The total or partial plagiarism of any of the exercises will automatically be

If a student does not obtain a minimum grade of 3.5 in the final exam it is

The student will be evaluated as "Not evaluable" as long as he / she has

Grade revision process

After all grading activities have ended, students will be informed of the date and way in which the course grades will be published. Students will be also be informed of the procedure, place, date and time of grade revision following University regulations.

Retake Process

"To be eligible to participate in the retake process, it is required for students to have been previously been evaluated for at least two thirds of the total evaluation activities of the subject." Section 3 of Article 112 ter. The recovery (UAB Academic Regulations). Additionally, it is required that the student to have achieved an average grade of the subject between 3.5 and 4.9.

The date of the retake exam will be posted in the calendar of evaluation activities of the Faculty. Students who take this exam and pass, will get a grade of 5 for the subject. If the student does not pass the retake, the grade will remain unchanged, and hence, student will fail the course.

Irregularities in evaluation activities

In spite of other disciplinary measures deemed appropriate, and in accordance with current academic regulations, *"in the case that the student makes any irregularity that could lead to a significant variation in the grade of an evaluation activity, it will be graded with a 0, regardless of the disciplinary process that can be instructed. In case of various irregularities occur in the evaluation of the same subject, the final grade of this subject will be 0"*. **Section 10 of Article 116. Results of the evaluation. (UAB Academic Regulations).**

The proposed evaluation activities may undergo some changes according to the restrictions imposed by the health authorities on on-campus courses.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Activitat appraisal 1	35%	1	0.04	7, 2, 5, 1, 6, 8, 24, 9, 11, 14, 13, 12, 16, 15, 18, 21, 17, 19, 20, 22, 23, 25, 10, 4, 3
Activitat appraisal 2	15%	0.5	0.02	5, 1, 6, 8, 14, 20, 23, 10
Exam	50%	2	0.08	2, 1, 24, 12, 22, 10, 4, 3

Bibliography

Basic bibliography:

Bigné, E. (2003). *Promoción Comercial*. Ed. ESIC, Madrid. Last Edition

Marquina-Arenas, J. (2012). *Plan Social Media y Community Manager*. Editorial UOC, Barcelona. Last Edition

Zunzarren, H. y Gorospe, B. (2012). *Guía del Social Media Marketing*. Ed. ESIC, Madrid. Last Edition

E-book "Conectados por redes sociales": <https://elibro.net/es/ereader/uab/57768>

Software

Excel, Power Point, Word