

Marketing and Document Management

Code: 103133
ECTS Credits: 12

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

Contact

Name: Alfonso Gonzalez Quesada
Email: alfons.gonzalez@uab.cat

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

1. Know how to identify markets and audiences.
2. Understand the scope of the basic tools and resources for analytical marketing and know how to apply them.
3. Know the scope of the main types of information sources and resources.
4. Properly use the main types of information sources and resources to respond to any type of information need in the field of advertising, marketing and public relations.

Competences

- Analyse market data (competition and brand image) to develop a communication plan.
- Demonstrate knowledge of management theories in the management of advertising companies and organisations.
- Manage time effectively.
- Research, select and arrange in hierarchical order all kind of sources and useful documents for the development of advertising messages.
- Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
- 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.
- Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
- Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
- Take account of social, economic and environmental impacts when operating within one's own area of knowledge.

- Take sex- or gender-based inequalities into consideration when operating within one's own area of knowledge.
- Use one's imagination with flexibility, originality and ease.

Learning Outcomes

1. Analyse the indicators of sustainability of academic and professional activities in the areas of knowledge, integrating social, economic and environmental dimensions.
2. Communicate using language that is not sexist or discriminatory.
3. Distinguish the techniques for developing the corporate image of advertising companies and organisations.
4. Explain the explicit or implicit code of practice of one's own area of knowledge.
5. Identify the foundations of brand creation and management.
6. Identify the social, economic and environmental implications of academic and professional activities within one's own area of knowledge.
7. Manage time effectively.
8. Propose projects and actions that are in accordance with the principles of ethical responsibility and respect for fundamental rights and obligations, diversity and democratic values.
9. Propose projects and actions that incorporate the gender perspective.
10. Propose viable projects and actions to boost social, economic and environmental benefits.
11. Research, select and arrange in hierarchical order all kind of sources and useful documents for the development of advertising messages.
12. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
13. 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.
14. Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
15. Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
16. Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
17. Use one's imagination with flexibility, originality and ease.
18. Weigh up the impact of any long- or short-term difficulty, harm or discrimination that could be caused to certain persons or groups by the actions or projects.

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:

- 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 useful for advertising, marketing and public relations practice.
- Preparation of academic documents: formal considerations. Bibliographic identification: rules and tools.

Methodology

As this is an annual course, the first semester is dedicated to working on the specific contents of the two subjects that make up the course through theoretical and practical sessions. The second semester is devoted to the development of a joint project involving the two subjects. The teaching methodology of this second semester prioritises practical sessions, seminars and group presentations.

The detailed calendar with the content of the different sessions will be displayed on the day the course is presented. It will also be posted in the virtual space of the subject where students will be able to find the different teaching materials and all the necessary information for the proper monitoring of the subject. In the event of a change of teaching modality for health reasons, the teaching staff will inform of the changes that will take place in the course programme and in the teaching methodologies.

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			
Practical sessions and seminars	90	3.6	2, 12, 3, 7, 5, 9, 10
Theoretical classes	15	0.6	1, 12, 3, 4, 7, 5, 6, 8, 18
Type: Supervised			
Tutoring and revision of exercises and homeworks	15	0.6	17, 7
Type: Autonomous			
Completion of exercises, assignments and homework. Reading texts. Studying.	165	6.6	17, 11, 2, 12, 3, 7, 5, 16, 13, 14

Assessment

The system for passing the course is through continuous assessment. This means carrying out and handing in the different assessment activities foreseen, which are detailed below:

1. Individual classroom practice. The monitoring of the continuous assessment requires the completion of a minimum of 70% of the exercises. The correct completion of all classroom exercises will provide 10% of the final qualification.
2. Individual test of theoretical and practical contents of Marketing. The grade obtained will account for 25 % of the final qualification.
3. Individual test of theoretical contents of Document Management. The grade obtained will account for 10 % of the final qualification.
4. Individual practical exercise of Document Management. The grade obtained will account for 15 % of the final qualification.

These tests were to evaluate the achievement and 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 the students.

In order to follow the continuous assessment, the average of the individual tests cannot be less than 3.5. If the average score is lower than 3, the subject will be failed without the possibility of re-evaluation. Students with an average score between 3 and 3.49 will have to re-evaluate the tests in which they have not achieved a 5.

4. Coursework. This is a group work that will be carried out entirely during the second semester. Its aim is to combine the two components of the subject through a practical case study. The assignments for each group and the specifics of how the group work is to be carried out and monitored will be given at the beginning of the second semester. The grade for the group work will provide 40% of the final qualification.

The grade for the group work will be obtained through three evidences.

- a) Follow-up of the work (completion of the assignments and scheduled seminars). Unjustified absence from any of the monitoring sessions will be penalised with 2 points of the work monitoring grade. The grade for monitoring the work represents 70% of the final qualification of the work.
- b) Preparation of the work. Formal presentation of the work in accordance with the indications of the Mk and GD teachers. The grade for the formal presentation represents 20% of the final qualification of the work.
- c) Public presentation of the work, which represents 10% of the final qualification of the work.

The final qualification will be obtained from the sum of the percentages corresponding to the four evaluated items as long as the requirements to follow the continuous assessment are met. To pass the course, the sum of the four items must reach 5.

Recovery.

Students will be entitled to the revaluation of the subject. They should present a minimum of activities that equals two-thirds of the total grading.

The individual tests of Marketing and Document Management can be recovered. Anyone who has obtained an average score of no less than 3.5 in the MK and GD tests, is eligible for recovery.

Plagiarism

In the event that the student performs any irregularity that may lead to a significant variation of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that could be instructed. In the event, that several irregularities occur in the evaluation acts of the same subject, the final grade for this subject will be 0.

Incorrect spelling or grammatical mistakes in any of the activities of the subject will subtract points from their qualifications.

Second enrolment

In the case of second enrollment, students will be able to take a single synthesis test that will consist of a work, as long as they have done 70% of the individual classroom practices in the previous year. Otherwise, the evaluation system will be decided by the teaching staff according to the particularities of each case.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Course work	40%	6	0.24	1, 17, 11, 2, 12, 3, 7, 5, 6, 8, 9, 10, 18
Individual practical exercise of Documentary Management.	15%	1	0.04	17, 11, 13

Individual practices in the Classroom	10%	5	0.2	17, 11, 2, 3, 7, 5, 9, 16, 15, 14
Individual test of theoretical and practical contents of Marketing	25%	2	0.08	17, 3, 4, 5, 6, 9
Individual test of theoretical contents of Documentary Management.	10%	1	0.04	17, 11, 13

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Documentary management

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Marketing

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Software

No software is necessary.