

Communication Marketing

Code: 104775
ECTS Credits: 6

Degree	Type	Year	Semester
2503868 Communication in Organisations	OB	3	2

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: Yes

Teachers

Laura Cervi
David Revelles Soriano

Prerequisites

No previous knowledge required

Objectives and Contextualisation

The objectives of this course are:

1. To study the strategies for the development of communication marketing actions for organizations.
2. To deepen the knowledge of the theories of consumer behavior formulated from the different fields of study of Marketing.
3. To develop the ability to establish communication objectives and design the most appropriate strategies in the dialogue between the brands generated by the organizations and the consumers.

Competences

- Act with ethical responsibility and respect for fundamental rights and duties, diversity and democratic values.
- Act within one's own area of knowledge, evaluating sex/gender-based inequalities.
- Analyse and evaluate the structures of the different types of organisations, of the Media and of the relationship between the two.
- Devise, plan and execute communication projects about the organisation on all types of media and for both internal and external audiences.
- Establish communication objectives, and design and apply optimal strategies for communication between organisations and their employees, clients and users, and society in general.
- 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 to undertake further training with a high degree of autonomy.

- Work in compliance with professional codes of conduct.

Learning Outcomes

1. Adapt marketing theory and techniques to the different types of organisations.
2. Analyse the principles of costeffectiveness analysis (costimpact ratio).
3. Apply ethics in the creation of brand-promotion messages aimed at all kinds of audiences.
4. Assess how stereotypes and gender roles impact professional practice.
5. Communicate using language that is not sexist or discriminatory.
6. Critically analyse the principles, values and procedures that govern the exercise of the profession.
7. Design the most suitable strategies in the relationship between brands and consumers.
8. Make consumers or users appreciate the quality of the products and services sold by the organisation.
9. Propose projects and actions that incorporate the gender perspective.
10. Resolve specific cases that will help the organisation to improve customer relations and product promotion.

Content

1. Consumer behavior
 1. Basic concepts
 2. Theories of consumer behavior
2. Analysis
 1. DAFO/PESTLE/SOSTAC
 2. Targeting
 3. Establish objectives
 4. Define the message
 5. Strategy
 1. Strategy formulation
 2. Actions
 3. Tools
 4. Use of social networks
 6. Development

Methodology

The course is developed in a theoretical-practical way. It alternates theoretical sessions and contents with the development of seminars and practical work aimed at a better understanding of the subject matter. In this way the topics covered in the theoretical classes can be developed through practical application and analysis activities.

and practical analysis. The course will involve the resolution of several cases in which group work will be required, as well as the

group work, as well as the development of a final project of the course that has to be done progressively during the semester.

during the semester.

The detailed calendar with the content of the different sessions will be available on the day of the presentation of the course.

of the course. It will also be posted in the Virtual Campus, where the students will be able to find the detailed description of the exercises and practices, the different

exercises and practices, the different teaching materials and any other information necessary for the adequate the course. In case of a change of teaching modality for health reasons, the teaching staff will inform the students of the changes that will occur in the course.

of the changes that will take place in the programming of the course and in the teaching methodologies.

The content of the course will be sensitive to aspects related to the gender perspective.

Translated with www.DeepL.com/Translator (free version)

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			
Lecture	15	0.6	1, 2, 10, 8
Practical activities in class	18	0.72	1, 2, 3, 7, 10, 8
Problem Solving	7	0.28	1, 3, 7
Seminar	8	0.32	1, 2, 7, 10, 8
Type: Supervised			
Assessment activities	25	1	1, 2, 3, 7, 10, 8
Mentoring	15	0.6	1, 2, 3, 7
Type: Autonomous			
Practical activities	37	1.48	1, 2, 7, 10, 8

Assessment

The continuous evaluation of the course will be based on the grade of each student in the following evaluation activities:

A. Final Project (30%). During the practical classes, in addition to the realization of the same class practices, the students, with the tutoring of the professors, will prepare in groups of 4 people a course work in which they will have to analyze in depth a company and propose a communication plan. The conditions and dates of delivery of the course work will be explained on the first day of class.

B. Oral presentation (10%)

C. Classroom Practicals (25%). These are assignments in which the student, in a group or individually, carries out activities guided or supervised by the professor. Each of the practicals has a specific grade and averages to obtain the 40% corresponding to the class practicals. The course will perform, at least, 4 practices that will be graded.

D. Theoretical exam (25%).

E: Attendance and active participation (10%)

Any written work with five spelling errors and/or barbarisms (totaling 5 errors in all) will get a grade of zero. Any paper with a percentage of plagiarism that exceeds the usual rules of citation law will also get a zero; to detect possible plagiarism, computer procedures can be applied on the digital files of the released papers, either by applying them to all or only on random samples. Any student who commits any irregularity (copying, plagiarism, impersonation...) that could lead to a significant variation of the grade of an evaluation act, will be graded with 0 for this evaluation act. In case of several irregularities, the final grade of the course will be 0.

Make-up

Students who fail the subject in the continuous evaluation (result of the weighted sum of the evaluation activities) will be able to opt to take a recovery of the subject, in order to obtain a passing grade for the course. The recovery test will consist of an oral exam (theoretical) on all the content taught throughout the theory and practice classes.

The student will have the right to the recovery of the subject if he/she has been evaluated of the set of activities, the weight of which is a minimum of 2/3 parts of the total grade of the subject. In order to be able to take the recovery of the subject it will be necessary to have obtained a minimum median grade of 3.5.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Assistance and active participation	10	15	0.6	1, 2, 3, 5, 7, 9, 10, 8, 4
Final project	30	4	0.16	1, 2, 3, 7, 10, 8
Practical activities	25	4	0.16	1, 2, 3, 7, 10, 8
Theoretical and practical exam	35	2	0.08	1, 6, 2, 10

Bibliography

Basic references

Alarb, Julio., & Monfort, Abel. (2017). Plan de comunicación on y off en la práctica. Madrid: ESIC Editorial.

Alcaide Juan Carlos. (2013). Comunicació i màrqueting. Madrid: ESIC editorial.

Estrella Ramón, Antonia y Segovia, Cristina (2016). Comunicación integrada de marketing. Madrid: ESIC editorial.

Matilla, Kathy. (2018). Cómo hacer un plan estratégico de comunicación Vol. 1. Un modelo de planificación estratégica, paso a paso. Barcelona: Editorial UOC.

Oliveira, Andrea. (2018). Cómo hacer un plan estratégico de comunicación. Barcelona: Editorial UOC.

Complementary references will be shared by the Instructor through Campus Virtual platform

Software

Word, Excell, Powerpoint