

**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](mailto:alfons.gonzalez@uab.cat)

## Teaching groups languages

You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject. Please note that this information is provisional until 30 November 2023.

## Teachers

Maria Angeles Jimenez Lopez

Cristina Martorell Castellano

## 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:

- Introduction to marketing: concept, functions and evolution. Elements and actors of the commercial system
- Segmentation, target audiences and positioning.
- Marketing information management: commercial research, qualitative and quantitative techniques.
- Marketing Mix: product and brand, price, promotion and distribution
- The marketing plan.

#### 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
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## 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 (10% of the final mark). A minimum of 70% of the exercises must be completed in order to follow the continuous assessment.
2. Individual tests (50% of the final mark). There will be an exam on theoretical and practical contents of Marketing (25% of the final mark) and two exams on Document Management: a theoretical test (10% of the final mark) and a practical test (15% of the final mark). These three tests aim 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 three individual tests cannot be lower than 4. If the median mark is lower than 3, the subject will be failed without the possibility of re-evaluation. Students with a median mark between 3 and 3.99 will have to retake the tests in which they have not achieved a 5.

3. Coursework (40% of the final mark). This is a group work to 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 on how to carry out and monitor the group work will be given at the beginning of the second semester.

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.

In this subject there is no single evaluation.

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.

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.

Spelling and grammatical correction

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

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
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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

## Bibliography

### Documentary management

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CODINA, Lluís. "Motores de búsqueda de información científica y académica"[En línea]. *Hipertext.net*, núm. 5, 2007. <<http://www.hipertext.net>> [Consulta: 12.10.2010]. ISSN 1695-5498.

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## Software

No software is necessary.