

Degree	Type	Year
2501935 Advertising and Public Relations	OB	3

Contact

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Teaching groups languages

You can view this information at the [end](#) of this document.

Prerequisites

Knowledge of basic operational marketing.
Need to know specific business marketing and communication vocabulary.
Knowledge of basic operational marketing techniques, Ansoff Matrix, Dafo, etc.
Interest in the economic, business and communication reality of the Catalan, Spanish and European environment.

Objectives and Contextualisation

- Have a precise conception of what is the business marketing strategy.
- Acquire an overview of the strategic marketing process. ON and Off line
- The strategic management of business marketing. In concrete real cases and throughout a project full of business
- Concepts, strategic tools and essential tactics of the Traditional Marketing strategy and Digital
- The strategic marketing process. the value chain, sustainable competitive advantages. and the different branding and product positioning strategies on and off line.

Learning Outcomes

1. CM21 (Competence) Design marketing plans that take suppliers, budgets, and cost control into account.
2. CM22 (Competence) Plan an advertising strategy while taking stakeholders and social impact into account.
3. CM24 (Competence) Design advertising campaign strategies while avoiding any gender bias.
4. KM26 (Knowledge) Indicate the significance of the stages of analysis, diagnosis, strategy, and action involved in the design and planning of persuasive communication campaigns.
5. SM20 (Skill) Determine the communication objectives for the design of the most appropriate advertising strategies while considering the needs of brands and audiences.
6. SM22 (Skill) Analyse the consumer to determine the most suitable insight for the design of an advertising campaign strategy.

Content

SYLLABUS

Block I: Introduction to strategic and operational marketing.

Block II: Macro environment and Micro environment.

Block III: Brand Strategies.

Block IV: The 4 P's in the International environment.

Block V: Consumer behavior.

Block VI: New trends: "Neuromarketing, Digital Marketing".

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Seminars and practices	37.5	1.5	CM21, CM22, CM24, KM26, SM20, SM22, CM21
Theory sessions	15	0.6	CM21, CM22, CM24, KM26, SM20, SM22, CM21
Type: Supervised			
Tutorials	7.5	0.3	CM21, CM22, CM24, KM26, SM20, SM22, CM21
Type: Autonomous			
Carrying out exercises, readings and study	82.5	3.3	CM21, CM22, KM26, SM20, SM22, CM21

The course will combine lectures in which the basic theoretical content will be taught and practical exercises in which the knowledge acquired in the theoretical sessions will be applied.

The detailed calendar with the content of the different sessions will be displayed on the day of the presentation of the course. It will also be posted on the Virtual Campus where students can find the various teaching materials and any information necessary 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.

Assessment

Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Course work	45%	2	0.08	CM21, CM22, CM24, KM26, SM20, SM22
Final exam	30%	3	0.12	CM21, KM26, SM20, SM22

Practices	25%	2.5	0.1	CM21, CM22, CM24, KM26, SM20, SM22
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Continuous evaluation

The final grade of the subject is obtained from the weighted average of the three assessment items. If you do not reach the qualification of 5, you will have to go to recovery:

- Practices and exercises. Value 25% of the final grade.
- Course work. Value 45% of the final mark.
- Exam. Value 30% of the final grade.

Single evaluation

The final grade for the subject is obtained from the weighted average of the three assessment items. If you do not reach the qualification of 5, you will have to go to recovery:

- Test of resolution of practical cases. Value 25% of the final grade.
- Course work. Value 45% of the final grade.
- Exam. Value 30% of the final grade. The exam model is different from that of continuous evaluation.

Recovery: Continuous evaluation

Students will have the right to retake the subject if they have been assessed for the set of activities whose weight is equivalent to a minimum of 2/3 of the subject's total grade.

The following activities can be recovered:

- Course work.
- Exam.

Recovery: Single evaluation

Students will have the right to retake the subject if they have been assessed for the set of activities whose weight is equivalent to a minimum of 2/3 of the subject's total grade.

The following activities can be recovered:

- Course work.
- Exam.

Plagiarism

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

Bibliography

Kotler, P. (2017). *Fundamentos de Marketing*. 13ª ed. Adisson-Wesley.
Porter, M. (2010). *La Ventaja Competitiva*. Pirámide.
Santemases, M. (2012). *Marketing, conceptos y estrategias*. 6ª ed. Pirámide.

Throughout the course, other articles and documents especially related to the subject will be delivered.

Software

No software required.

Language list

Name	Group	Language	Semester	Turn
(PLAB) Practical laboratories	51	Spanish	second semester	afternoon
(PLAB) Practical laboratories	52	Spanish	second semester	afternoon
(TE) Theory	5	Spanish	second semester	afternoon