

Commercial Communication

Code: 43405
ECTS Credits: 10

2024/2025

Degree	Type	Year
4313148 Marketing	OT	0
4314947 Strategic Planning in Advertising and Public Relations	OB	0

Contact

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Teachers

Mireya Places Fernando

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Teaching groups languages

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

Prerequisites

There are no pre-requisites to undertake this module.

Objectives and Contextualisation

- 1.- To identify creative strategies in the field of marketing.
- 2.- To apply media planning techniques in the field of advanced commercial communication.

The module is, therefore, divided into two blocks: a) Advertising and Communications' Strategy; b) Media Planning.

Competences

Marketing

- Address business situations and/or problems that imply an ethical dilemma on the basis of critical reflection.
- Develop communicative skills in oral presentations before critical audiences.
- Display a wide-ranging knowledge of commercial communication tools in their current context.
- Generate innovative, competitive ideas and solutions.
- Plan and conduct advertising campaigns.

- Provide innovative solutions to commercial problems.

Strategic Planning in Advertising and Public Relations

- Analyse market data (competition and brand image) and, in accordance with the advertiser's briefing, design a strategic communication plan.
- Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
- Design and carry out market research.
- Display determination, curiosity and creativity.
- Set communication objectives and design strategies that are suited to the dialogue between brands and consumers.

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Learning Outcomes

1. Address business situations and/or problems that imply an ethical dilemma on the basis of critical reflection.
2. Apply the methods of means planning.
3. Design creative advertising strategies.
4. Design original and innovative strategies for integrated communication.
5. Develop communicative skills in oral presentations before critical audiences.
6. Distinguish the elements of advertising-campaign planning.
7. Establish communication objectives in line with business objectives,
8. Establish communication objectives in line with business objectives.
9. Generate innovative, competitive ideas and solutions.
10. Identify creative advertising processes and techniques.
11. Identify the processes and techniques of means planning.
12. Manage and lead a discussion on the set topics.
13. Present views on a topic under discussion before an audience.
14. Recognise the internal and external elements of the creation process in advertising.
15. Tackle communication problems with determination, seeking out creative, innovative solutions.

Content

a) Advertising and Communications' Strategy

- Communications in Marketing
- Sources of information and analysis: product-brand-target-market.
- Holistic vision within the marketing plan.
- Managing touchpoints.
- Creativity in the strategic vision.

b) Media Planning:

- Marketing information systems (SIM).
- Marketing mix and its relation to the media strategy.
- Work process: negotiation, follow-up and optimisation, evaluation and conclusion of the campaign.

NB: The contents of the course will be sensible to the aspects concerning gender perspective.

NB2: During one of the classes, the teacher will provide students with 15 minutes to answer the surveys on the teaching performance and the subject or module.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Lectures (masterclasses)	75	3	1, 6, 10, 11, 14
Type: Supervised			
Analysis, presentation and resolution of real case studies	25	1	2, 5, 3, 4, 15, 8, 7, 9, 13, 14
Type: Autonomous			
Reading materials and case studies	100	4	1, 6, 12

The module includes classes of 4 hours which will contain lectures, activities in class and activities to be completed autonomously and to be presented in class.

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

Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Active participation in class	40%	10	0.4	1, 5, 15, 12, 13
Final project delivery	30%	20	0.8	2, 5, 3, 4, 8, 12, 13, 14
Project supervision in class	30%	20	0.8	1, 5, 6, 7, 9, 10, 11, 13, 14

The subject consists of the following evaluation activities:

- Activity A, active participation in class (40%).
- Activity B, project supervision (30%)
- Activity C, final project presentation (30%)

To be able to pass the subject, it is necessary to obtain a minimum grade of 5 in activities A, B and C and to attend to a minimum of 80% of the classes. The evaluation will be continuous, based on the above, therefore there will not be a final exam of the module.

The student who performs any irregularity (copy, plagiarism, identity theft...) will be qualified with 0 in this assignment or exam. In case there are several irregularities, the final grade of the subject will be 0.

Bibliography

1) Consultation of specific studies related to the evolution of the market, consumption trends, target market lifestyle, media consumption for a given target market (to be determined for any given project). Example of general sources:

- Spanish General Media Study: <http://www.aimc.es/-Datos-EGM-Resumen-General-.html>

- IAB Digital Media Study:

<https://iabspain.es/estudio/estudio-de-inversion-publicitaria-en-medios-digitales-2024/>

- Advertising Spending studies: <http://www.infoadex.es/estudios.html>

- Optimedia studies: <http://www.optimedia.es/optimedia-intelligence/>

- Spanish Statistical Office: www.ine.es

- MAIMC Media research: <http://www.aimc.es/-Marco-General-.html>

- Statista: <https://www.statista.com/>

- Nielsen Insights: <http://www.nielsen.com/us/en/insights/reports.html>

2) IAB (Interactive Advertising Bureau) specific research: <http://www.iabspain.net/investigacion/>

- Ecommerce: https://iabspain.es/wp-content/uploads/estudio-ecommerce-iab-2018_vcorta.pdf

- Programmatic Advertising:

<http://www.iabspain.net/wp-content/uploads/downloads/2014/09/Libro-blanco-de-Compra-Program%C3%A1tica->

- Affiliate Marketing:

http://www.iabspain.net/wp-content/uploads/downloads/2011/07/12_LB_Marketing_afiliacion.pdf

3) Mobile Strategy:

- ASO Manual: <https://pickaso.com/guia-aso>

- State of Mobile: <https://www.data.ai/es/go/state-of-mobile-2024/>

4) New business models in the digital era: <http://>

www.dosdoce.com/upload/ficheros/noticias/201409/modelos_de_negocio_pdf.pdf

5) Specific tools for competitive analysis and brand positioning:

- PESTEL Analysis: Business Environment Scanning Task (Aguilar, 1967)

- Web analysis tools: SEMrush, PageRank, Mention.com, Google Keyword Planner/Trends, etc.
- Online reputation analysis: <http://carlosvictorcosta.com/2011/modelo-de-gestion-integral-de-la-reputacion-online-corporativa/>
- Study on Digital business & e-commerce conversion: <https://www.flat101.es/app/uploads/2023/04/Estudio-de-Conversion-CC%81n-2023.pdf>
- Dashboarding: <https://datastudio.google.com>
- Social Media Ads formats: <https://www.adsmurai.com/es/recursos/guia-formatos-social-media>
- 6) Business Model Canvas. Osterwalder, Alexander. "Value proposition design: How to create products and services customers want" (2014)
- 8) Traction book <http://tractionbook.com/>
- 9) "Estrategias de comunicación" according to Patti and Frazer (1988)
- 10) Webloyalty. Online Shoppers: <http://www.slideshare.net/lkusmer/estudio-online-shoppers-2016-sistemas-de-ahorro-online>
- 11) How to create buyer personas: <https://www.40defiebre.com/como-crear-buyer-personas>
- 11) How to Plan triggered email campaigns: <http://www.smartinsights.com/email-marketing/behavioural-email-marketing/how-to-plan-event-triggered-email-campaigns/>
- 12) Design Thinking methodology and Design Principles. Stanford University. Oct 2013. <https://www.interaction-design.org/literature/article/design-thinking-a-quick-overview>
- 13) "Talking to humans". Giff Constable. 2018 <https://www.talkingtohumans.com>

Software

- Moodle
- Microsoft Office & Google Drive suite
- Trello
- Google Analytics, Ads & Studio

Language list

Name	Group	Language	Semester	Turn
(TEM) Theory (master)	30	Spanish	second semester	afternoon