

## Marketing Communication

Code: 102357  
ECTS Credits: 6

**2025/2026**

Degree	Type	Year
Business Administration and Management	OT	4

### Contact

Name: Jordi Gamundi Ballbe  
Email: jordi.gamundi@uab.cat

### Teaching groups languages

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

### Prerequisites

It is recommended that the student has passed the Marketing I and Marketing II subjects.

### Objectives and Contextualisation

Commercial Communication is an optional subject of 6 ECTS credits within the Degree studies in Business Administration and Management.

The main objective of the Commercial Communication course is to provide students with a much deeper and more specialized vision of one of the main tasks of marketing: commercial communication. In this sense, it is intended to transmit to the student the meaning and purpose of the company's commercial communication policy as an instrument that is part of the marketing strategy and the marketing mix, as well as its relationship with the customer contact points that They can be affected by factors both internal and external to the organization.

The more specific objectives are:

- Understand the role that communication plays within corporate management and marketing management.
- Understand the importance of integrated marketing communication.
- Understand the commercial communication process and learn about the different communication tools available to companies, online and offline, and the need to coordinate and integrate them properly to achieve synergistic benefits.
- Know the logical and appropriate decision sequence in the company's communication planning process.
- Know how to establish objectives and allocate budget for the mix of marketing communication activities, as well as for each one of them.
- Learn to assess the relevance of the context when decisions about commercial communication have to be adopted, while knowing how the attributes related to the receiver, the message, the medium and the sender interact to produce effects.
- Know, understand and manage the main techniques and general instruments used in commercial communication, emphasizing an integrative approach in this regard that contemplates different aspects of the organizations.
- Know the new social communication tools and their use within the communication strategy.
- Being able to select and use the appropriate tools to solve specific commercial communication problems.
- Know how to design and analyze integrated marketing communication.

## Competences

- Act with ethical responsibility and respect for fundamental rights and duties, diversity and democratic values.
- Apply theoretical knowledge to improve relations with clients and suppliers, identifying the advantages and disadvantages of those relations for both sides: company and client or supplier.
- Capacity for adapting to changing environments.
- Capacity for independent learning in the future, gaining more profound knowledge of previous areas or learning new topics.
- Capacity for oral and written communication in Catalan, Spanish and English, which enables synthesis and oral and written presentation of the work carried out.
- Demonstrate initiative and work individually when the situation requires it.
- Demonstrate knowledge of the processes for the implementation of company strategies.
- Organise the work in terms of good time management, organisation and planning.
- Select and generate the information necessary for each problem, analyse it and take decisions based on that information.
- 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.
- Take decisions in situations of uncertainty, demonstrating an entrepreneurial and innovative attitude.
- Transmit company, department or work objectives clearly.
- Work well in a team, being able to argue proposals and validate or reject the arguments of others in a reasoned manner.

## Learning Outcomes

1. A capacity of oral and written communication in Catalan, Spanish and English, which allows them to summarise and present the work conducted both orally and in writing.
2. Apply the concepts of strategic marketing to achieve market-oriented organisation.
3. Assess the importance of long-term commercial relationships with clients (relationship marketing).
4. Assess the main marketing concepts and tools.
5. Capacity to adapt to changing environments.
6. Capacity to continue future learning independently, acquiring further knowledge and exploring new areas of knowledge.
7. Critically analyse the principles, values and procedures that govern the exercise of the profession.
8. Demonstrate initiative and work independently when required.
9. Establish strategies of innovation and development of new products.
10. Evaluate the major concepts and tools of communication (offline and online).
11. Formulate and design different strategies of growth and differentiation.
12. Identify the differences in the marketing applied to different economic sectors or types of organisations.
13. Identify the different elements making up a marketing plan, and draw up a marketing plan.
14. Identify the different elements that make up a communication plan and develop a communication plan.
15. Make decisions in situations of uncertainty and show an enterprising and innovative spirit.
16. Organise work, in terms of good time management and organisation and planning.
17. Perform an analysis of the market and of competitive structures, and determine a strategic diagnosis for the company.
18. Propose projects and actions in accordance with the principles of ethical responsibility and respect for fundamental rights, diversity and democratic values.
19. Recognise the different directions a company can adopt.
20. Select and generate the information needed for each problem, analyse it and make decisions based on this information.
21. 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.
22. Translate strategic goals into specific marketing-mix programmes.

23. Translating strategic objectives into concrete programs of communication.
24. Understand the importance of strategic marketing as a source of competitive advantages for the organisation.
25. Work as part of a team and be able to argue own proposals and validate or refuse the arguments of others in a reasonable manner.

## Content

### 1.) Introduction to commercial communication.

Fundamental marketing bases and definition of commercial communication.

Integral marketing communication.

The evolution of integrated marketing communication.

The relationship of integral marketing communication with branding.

### 2.) The communication mix and integral marketing communication

Definition of the communication mix and its components.

The communication mix as part of the integral marketing communication.

Contact points of the integral marketing communication.

Own media paid and earned.

Integral marketing communication planning process

### 3.) Consumer behavior and integrated marketing communication

Consumer Decision Making Process

Theoretical frameworks that support consumer decision-making

Perceptions, attitudes and decisions

Environmental influences on consumer behavior

### 4.) Communication process

The nature of communication

Basic model of communication

The response process

### 5.) Source, message and factors related to the communication channel

The persuasion matrix.

Factors of origin of communication.

Analysis of the power of the communication source

Structure of the communication message

### 6.) The use of digital marketing in communication

Digital marketing strategy and social media

Content marketing.

Influencer marketing.

Message design.

### 7.) Internal communication as a factor of comprehensive marketing communication

The contact points of integral marketing communication and internal communication

External marketing, internal marketing and interactive marketing.

Design and management of customer service.

Service process and customer satisfaction.

Engagement and customer experience management

### 8.) Internal branding as a factor of integrated marketing communication

Definition and examples of internal branding.  
 The difference between branding and brand management.  
 Positioning of the employer brand and its differentiation.  
 The importance of organizational culture

## Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Defense of works	17	0.68	1, 25
Theoretical-practical classes	32.5	1.3	7, 2, 24, 9, 11, 13, 12, 18, 21, 17, 19, 22, 10, 4, 3
Type: Supervised			
Elaboration of supervised report / Tutorials	5.5	0.22	24, 12, 15, 17, 22, 3
Type: Autonomous			
Completion of practices, exercises and individual work	20	0.8	5, 1, 6, 8, 24, 11, 13, 16, 15, 17, 20, 22, 4
Internship, exercises and final group work	25	1	2, 5, 1, 6, 8, 24, 9, 11, 13, 12, 16, 15, 17, 19, 20, 22, 25, 4, 3
Study	36	1.44	2, 24, 9, 11, 13, 12, 16, 17, 19, 4, 3

Teaching will be offered on campus or in an on-campus and remote hybrid format depending on the number of students per group and the size of the rooms at 50% capacity.

The subject of Commercial Communication will use a combination of teaching methodologies to enhance learning by the student. 1) Lectures: in these sessions the professors will develop the main concepts and notions of the subject. 2) Realization of practical activities and exercises: the students must solve autonomously or with small work groups the practices and exercises proposed. Some of these activities will be done in the classroom and others will not. 3) Complementary activities: reading press articles and update news that help illustrate and clarify relevant aspects of the content of the subject. 4) Face-to-face tutorials: the student will have a few hours where the teachers of the subject will be able to help him to solve the doubts that are presented in the study of the subject and / or in the resolution of the problems.

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
Class participation and attendance	15 %	2	0.08	2, 6, 8, 11, 15, 21, 20, 22, 25, 4
Final assignment	35%	2	0.08	7, 2, 5, 1, 6, 8, 24, 9, 11, 14, 13, 12, 16, 15, 18, 21, 17, 19, 20, 22, 23, 25, 10, 4, 3
Final Exam	35%	2	0.08	2, 1, 24, 12, 22, 10, 4, 3
Seminars & activities	15 %	8	0.32	5, 1, 6, 8, 14, 20, 23, 10

The continuous evaluation process is made up of: Attendance and participation in class and seminars. (maximum absences: 3) - 15%: in case of more absences without justification, the grade of this participation part is a zero.

seminars and activities: 15% of the final grade. This subject/module does not offer the option for comprehensive evaluation

Final course assignment-work (in groups): 35%

Final exam: 35%

Seminars: 15%

Class participation and attendance: 15%

- It is a necessary condition, but not enough, to pass the exam in order to pass the subject.
- To pass the subject it is necessary to approve the seminars, such as the final course assignment, such as the exam.
- The dates of the seminars as well as the oral presentations of the course papers will be specified within the framework of the course program through the Virtual Campus.
- It is required to assist to the seminar sessions. Any absence due to labor or medical issue appropriately documented will not have any effect on the final mark. It is permitted to have three non-justified absences to the course.
- Written seminar papers will be submitted in assigned limit dates through the Virtual Campus. They will only be evaluated if the student attends the corresponding seminar session or presents medical or work justification of the absence.
- The exam will be at the end of the semester on the day and schedule set by the Faculty, which will be made public in sufficient time and that students will have to confirm through the Faculty website.
- Students must notify the composition of the group and the subject chosen for the course paper through the teacher's email during the first two weeks of the semester. Otherwise, they will not be allowed to deliver it.
- Students who have not passed the whole of the seminars or the final course assignment or both may submit a new individual written work, determined by the lecturer, to obtain the necessary grade to pass the assessment activities that they had failed. The lecturer will specify to the students in this situation the characteristics and date of delivery of the corresponding work.
- Students who have not passed the exam will have the opportunity to take part in the compensation activities, that is to say, they will be able to re-test the failed exam on the day the Faculty determines, after the end of the second semester.

Calendar of evaluation activities

The dates of the evaluation activities (midterm exams, exercises in the classroom, assignments, ...) will be announced well in advance during the semester.

The date of the final exam is scheduled in the assessment calendar of the Faculty.

*"The dates of evaluation activities cannot be modified, unless there is an exceptional and duly justified reason why an evaluation activity cannot be carried out. In this case, the degree coordinator will contact both the teaching staff and the affected student, and a new date will be scheduled within the same academic period to make up for the missed evaluation activity."* **Section 1 of Article 115. Calendar of evaluation activities (Academic Regulations UAB).** Students of the Faculty of Economics and Business, who in accordance with the previous paragraph need to change an evaluation activity date must process the request by filling out an Application for exams' reschedule

[https://eformularis.uab.cat/group/deganat\\_feie/application-for-exams-reschedule](https://eformularis.uab.cat/group/deganat_feie/application-for-exams-reschedule)

Grade revision process

After all grading activities have ended, students will be informed of the date and way in which the course grades will be published. Students will be also be informed of the procedure, place, date and time of grade revision following University regulations.

Retake Process

*"To be eligible to participate in the retake process, it is required for students to have been previously been evaluated for at least two thirds of the total evaluation activities of the subject."* Section 3 of Article 112 ter. The recovery (UAB Academic Regulations). Additionally, it is required that the student to have achieved an average grade of the subject between 3.5 and 4.9.

The date of the retake exam will be posted in the calendar of evaluation activities of the Faculty. Students who take this exam and pass, will get a grade of 5 for the subject. If the student does not pass the retake, the grade will remain unchanged, and hence, student will fail the course.

Irregularities in evaluation activities

In spite of other disciplinary measures deemed appropriate, and in accordance with current academic regulations, *"in the case that the student makes any irregularity that could lead to a significant variation in the grade of an evaluation activity, it will be graded with a 0, regardless of the disciplinary process that can be instructed. In case of various irregularities occur in the evaluation of the same subject, the final grade of this subject will be 0"*. **Section 10 of Article 116. Results of the evaluation. (UAB Academic Regulations).**

## Bibliography

Basic bibliography:

Belch, G. E., Belch, M. A., Guolla, M. A., Webb-Hughes, A. M., & Skolnick, H. (2021). Advertising and promotion: An integrated marketing communications perspective (Vol. 12). New York: McGraw-Hill/Irwin.

Esteban, Águeda & Mondéjar Juan Antonio (2015). Fundamentos de Marketing. ED. Esic, Madrid.

Further reading:

Bonchek, M. (2014). Making sense of owned media. Harvard Business Review, 10, 2-4.

Corrêa, S. C. H., Soares, J. L., Christino, J. M. M., Gosling, M. D. S., & Goncalves, C. A. (2020). The influence of YouTubers on followers' use intention. Journal of Research in Interactive Marketing, 14(2), 173-194.

Hollebeek, L. D., & Macky, K. (2019). Digital content marketing's role in fostering consumer engagement, trust, and value: Framework, fundamental propositions, and implications. *Journal of interactive marketing*, 45(1), 27-41.

Kotler, P., Keller, K., Manceau, D., & Hemonnet-Goujot, A. (2019). *Marketing Management* (16e édition) (No. hal-02176421).

Kotler, P., Armstrong, G., Harris, L. C., & He, H. (2020). *Principles of marketing-Eight European edition*. Harlow: Pearson Education Limited.

Mosley, R. (2014). *Employer brand management: practical lessons from the world's leading employers*. John Wiley & Sons.

Munuera, José Luis & Rodríguez, Ana Isabel (2012). *Estrategias de Marketing*. ED. Esic, Madrid.

Nai, A., & Maier, J. (2021). The wrath of candidates. Drivers of fear and enthusiasm appeals in election campaigns across the globe. *Journal of Political Marketing*, 1-18.

Teichert, T., Hardeck, D., Liu, Y., & Trivedi, R. (2018). How to implement informational and emotional appeals in print advertisements: A framework for choosing ad appeals based on advertisers' objectives and targeted demographics. *Journal of Advertising Research*, 58(3), 363-379.

## Software

Excel, Power Point, Word

## Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject.

Name	Group	Language	Semester	Turn
(PAUL) Classroom practices	1	Catalan	first semester	morning-mixed
(TE) Theory	1	Catalan	first semester	morning-mixed