UAB
Universitat Autònoma de Barcelona

Marketing and Document Management

Code: 103133
ECTS Credits: 12

2025/2026

Degree	Type	Year
Advertising and Public Relations	OB	1

Contact

Name: Alfonso Gonzalez Quesada

Email: alfons.gonzalez@uab.cat

Teachers

Mireya Places Fernando

Elaine Aparecida Lopes Da Silva

Maria Angeles Jimenez Lopez

Cristina Martorell Castellano

Teaching groups languages

You can view this information at the end of this document.

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.

Learning Outcomes

1. KM10 (Knowledge) List the stages and strategies in the development of a communication plan.
2. KM11 (Knowledge) Explain the key elements involved in developing a marketing plan.

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3. SM10 (Skill) Apply documentary research processes and qualitative and quantitative techniques to the management of information in advertising and public relations projects.

Content

Marketing Scope:

- Marketing - General overview (history, key authors, marketing approaches).
- Environmental analysis and SWOT.
- Market research: Qualitative and Quantitative.
- Marketing mix: The "4Ps" (product, price, distribution, and communication).
- Segmentation and positioning, and Consumer behavior.

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.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Practical sessions and seminars	90	3.6	KM10, KM11, SM10, KM10
Theoretical classes	15	0.6	KM10, KM11, KM10
Type: Supervised			
Tutoring and revision of exercises and homeworks	15	0.6	KM10, KM11, SM10, KM10
Type: Autonomous			
Completion of exercises, assignments and homework. Reading texts. Studying.	165	6.6	KM10, KM11, SM10, KM10

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.

A detailed schedule outlining the content of each session will be presented on the first day of the course and will be available on the course's Virtual Campus, where students will find all teaching materials and necessary information for effective course monitoring. Should the teaching modality change for reasons of force majeure according to the competent authorities, the teaching stff will inform students of any modifications to the course schedule and teaching methodologies.

The course content will be sensitive to issues related to gender perspective and the use of inclusive language.

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	40%	6	0.24	KM10, KM11, SM10
Individual practices in the Classroom	10%	5	0.2	KM10, KM11, SM10
Individual test of theoretical and practical contents of Documentary Management.	25%	2	0.08	KM10, KM11, SM10
Individual test of theoretical and practical contents of Marketing	25%	2	0.08	KM10, KM11, SM10

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). The follow-up of the continuous assessment requires the completion of at least 70% of the exercises, both in Marketing and Document Management. Attendance at individual practice sessions is mandatory

2. Individual tests (50% of the final mark). There will be one exam on theoretical and practical aspects of Marketing (25% of the final mark) and another on Document Management (25% of the final mark). These two tests aim to assess the acquisition 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 two individual tests cannot be lower than 4. If the average mark is lower than 3, the course will be failed without the possibility of re-evaluation. Students with an average mark between 3 and 3.99 will have to take the retake of 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 three evaluated items as long as the requirements to follow the continuous assessment are met. To pass the course, the sum of the three 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 activitiesthat equals two-thirds of the total grading.

To be eligible for the recovery, students must have completed at least 70% of the PIAs in both the Marketing and Document Management sections and have obtained a mark of no less than 3 as an average in the individual tests in Marketing and Document Management.

The individual tests of Marketing and Document Management can be recovered. The activities excluded from resit assessment are the individual practicals and the course project, as they are based on continuous development and cannot be reproduced outside the scheduled period.

Consideration as "Not Assessable"

Students who have not completed at least 33% of the assessment activities planned for the course will be considered "not assessable," and this will be reflected in their final grade.

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.

Use of AI

In this course, the use of Artificial Intelligence (AI) technologies is permitted as an integral part of the development of the coursework, provided that the final result reflects a significant contribution from the student in terms of analysis and personal reflection. Students must clearly identifywhich parts have been generated using such technologies, specify the tools used, and include a critical reflection on how these tools have influenced both the process and the final outcome of the activity. Lack of transparency in the use of AI will be considered a breach of academic integrity and may result in a penalty on the activity's grade or more severe sanctions in serious cases.

Bibliography

Documentary management

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CODINA, Lluís. "Motores de búsqueda de información científica y académica"[En línia]. *Hipertext.net*, núm. 5, 2007. <http://www.hipertext.net> [Consulta: 12.10.2010]. ISSN 1695-5498.
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KIM, W. C., & MAUBORGNE, R. (2017). *Las claves de la Estrategia del Océano Azul*. Profit Editorial.
KOTLER, Philip; KELLER, Kevin (2006). *Dirección de Marketing* (12a ed). Madrid: Prentice Hall.
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Software

No software is necessary.

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
(PLAB) Practical laboratories	51	Catalan	annual	afternoon
(PLAB) Practical laboratories	52	Catalan	annual	afternoon
(PLAB) Practical laboratories	53	Catalan	annual	afternoon
(TE) Theory	5	Catalan	annual	afternoon