

Degree	Type	Year
Communication in Organisations	OB	3

Contact

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Teaching groups languages

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

Prerequisites

No previous knowledge required.

Objectives and Contextualisation

The objectives of this course are:

1. To study the strategies for the development of communication marketing actions for organizations.
2. To deepen the knowledge of the theories of consumer behavior formulated from the different fields of study of Marketing.
3. To develop the ability to establish communication objectives and design the most appropriate strategies in the dialogue between the brands generated by the organizations and the consumers.

Competences

- Act with ethical responsibility and respect for fundamental rights and duties, diversity and democratic values.
- Act within one's own area of knowledge, evaluating sex/gender-based inequalities.
- Analyse and evaluate the structures of the different types of organisations, of the Media and of the relationship between the two.
- Devise, plan and execute communication projects about the organisation on all types of media and for both internal and external audiences.
- Establish communication objectives, and design and apply optimal strategies for communication between organisations and their employees, clients and users, and society in general.
- 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 to undertake further training with a high degree of autonomy.
- Work in compliance with professional codes of conduct.

Learning Outcomes

1. Adapt marketing theory and techniques to the different types of organisations.

2. Analyse the principles of costeffectiveness analysis (costimpact ratio).
3. Apply ethics in the creation of brand-promotion messages aimed at all kinds of audiences.
4. Assess how stereotypes and gender roles impact professional practice.
5. Communicate using language that is not sexist or discriminatory.
6. Critically analyse the principles, values and procedures that govern the exercise of the profession.
7. Design the most suitable strategies in the relationship between brands and consumers.
8. Make consumers or users appreciate the quality of the products and services sold by the organisation.
9. Propose projects and actions that incorporate the gender perspective.
10. Resolve specific cases that will help the organisation to improve customer relations and product promotion.

Content

The final content of the course will be the one published on the virtual campus, as the instructor ultimately assigned will provide the final course guide there.

1. Introduction.

1.1 Video marketing. 1.2 The publication of audiovisual materials.

2. Marketing communication. Target audience.

2.1 SWOT/PESTLE/SOSTAC

3. Social networks called "communication trees" and their use.

3.1 Instagram, Pinterest, Facebook, TikTok, Twitter i YouTube.

4. Advertising in different online and offline media.

5. Evergreen. YouTube and strategies.

6: Content marketing in applications.

7. Block of conclusions.

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

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Lecture	15	0.6	1, 2, 10, 8
Practical activities in class	18	0.72	1, 2, 3, 7, 10, 8
Problem Solving	7	0.28	1, 3, 7
Seminar	8	0.32	1, 2, 7, 10, 8
Type: Supervised			

Mentoring	15	0.6	1, 2, 3, 7
Type: Autonomous			
Practical activities: Preparation of materials	62	2.48	1, 2, 7, 10, 8

- The course is developed in a theoretical-practical way. It alternates theoretical sessions and contents with the development of seminars and practical work aimed at a better understanding of the subject matter. In this way the topics covered in the theoretical classes can be developed through practical application and analysis activities. The course will involve the resolution of several cases in which group work will be required, as well as the group work, as well as the development of a final project of the course that has to be done progressively during the semester during the semester.
- 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 staff will inform students of any modifications to the course schedule and 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

Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Assistance and active participation	10	15	0.6	1, 2, 3, 5, 7, 9, 10, 8, 4
Final project	30	4	0.16	1, 2, 3, 7, 10, 8
Practical activities	25	4	0.16	1, 2, 3, 7, 10, 8
Theoretical and practical exam	35	2	0.08	1, 6, 2, 10

This subject doesn't provide for the single assessment system.

The continuous evaluation of the course will be based on the grade of each student in the following evaluation activities:

- Coursework (30%). During the practical sessions, in addition to completing the in-class exercises, students-under the guidance of the lecturers-will work in groups of four to prepare a coursework project. This project will involve an in-depth analysis of a company and the proposal of a communication plan. The specific requirements and deadlines for the coursework will be explained on the first day of class.
- In-class practical activities (25%) These are tasks in which the student, either individually or in groups, completes activities guided or supervised by the lecturer. Each practical activity will receive a specific mark, and the average of these will constitute the 25% assigned to practical work. At least five graded practical activities will be carried out during the course.
- Attendance and active participation in class (10%)
- Theoretical/practical exam (35%)

Any written work with five spelling errors and/or barbarisms (totaling 5 errors in all) will get a grade of zero. Any paper with a percentage of plagiarism that exceeds the usual rules of citation law will also get a zero; to detect possible plagiarism, computer procedures can be applied on the digital files of the released papers, either by applying them to all or only on random samples. Any student who commits any irregularity (copying, plagiarism, impersonation...) that could lead to a significant variation of the grade of an evaluation act, will be graded with 0 for this evaluation act. In case of several irregularities, the final grade of the course will be 0.

Recovering

Students who fail the subject in the continuous evaluation (result of the weighted sum of the evaluation activities) will be able to opt to take a recovery of the subject, in order to obtain a passing grade for the course. The recovery test will consist of an oral exam (theoretical) on all the content taught throughout the theory and practice classes.

The student will have the right to the recovery of the subject if he/she has been evaluated of the set of activities, the weight of which is a minimum of 2/3 parts of the total grade of the subject. In order to be able to take the recovery of the subject it will be necessary to have obtained a minimum median grade of 3.5.

The use of AI will be determined by the lecturer ultimately assigned to the course.

Bibliography

Basic references

Alarb, Julio., & Monfort, Abel. (2017). Plan de comunicació on y off en la pràctica. Madrid: ESIC Editorial.

Alcaide Juan Carlos. (2013). Comunicació i màrqueting. Madrid: ESIC editorial.

Estrella Ramón, Antonia y Segovia, Cristina (2016). Comunicació integrada de marketing. Madrid: ESIC editorial.

Matilla, Kathy. (2018). Cómo hacer un plan estratégico de comunicación Vol. 1. Un modelo de planificación estratégica, paso a paso. Barcelona: Editorial UOC.

Oliveira, Andrea. (2018). Cómo hacer un plan estratégico de comunicación. Barcelona: Editorial UOC.

Complementary references will be shared by the Instructor through Campus Virtual platform.

Software

Word, Excel, Powerpoint.

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	71	Catalan	second semester	afternoon
(PLAB) Practical laboratories	72	Catalan	second semester	afternoon
(TE) Theory	7	Catalan	second semester	afternoon

