

Degree programme	Type	Course
Communication in Organisations	OB	3

Contact lecturer

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Prerequisites

No previous knowledge required.

Group languages

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

Objectives

1. Study strategies for developing marketing communication actions for organizations.
2. Deepen knowledge of consumer behavior theories formulated from different areas of marketing study.
3. Develop the ability to establish communication objectives and design the most appropriate strategies for the dialogue between the brands generated by organizations and consumers.

Learning outcomes

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

Contents

1. Introduction to Communication Marketing
 - 1.1 Video Marketing
 - 1.2 Publishing Audiovisual Materials
 - 1.3 Digital Ecosystem: From Media Marketing to Data and Relationship Marketing

2. Communication Marketing Target Audience

2.1 SWOT / PESTLE / SOSTAC Analysis

2.2 Buyer Persona and Customer Journey

3. CRM and Customer Relationship Management

3.1 CRM Fundamentals: What it is, what it's for, main tools

3.2 Segmentation and Customer Lifecycle

3.3 Marketing Automation

4. Email Marketing and Mobile Marketing

4.1 Email Marketing: Strategy, Types, Design and Copywriting, Metrics (Open Rate, CTR, Deliverability, A/B Testing)

4.2 Mobile Marketing: Apps, Push Notifications, SMS, and Conversational Marketing (WhatsApp Business)

4.3 ASO and Geolocation/Proximity

5. Social Media and Content Marketing

5.1 Social Media as a Content Distribution Channel

5.2 Content Marketing: Planning, Editorial Calendar, Brand Storytelling

5.3 Evergreen Content and Strategies on YouTube

6. Advertising and Influencer Marketing

6.1 Online and Offline Advertising

6.2 Influencer Marketing: Profile Selection, Types of Collaboration, KPIs, and Regulations (Influencer Law, Advertising Transparency)

7. Conclusions

7.1 Integrating CRM + Email/Mobile + Content + Influencers + Advertising in an Omnichannel Strategy

7.2 Case Studies and Closing Remarks

Note: The course content will take into account issues related to the gender perspective and the use of inclusive language.

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Problem Solving	7	0.28	3, 5, 6
Practical activities in class	18	0.72	1, 2, 3, 4, 5, 6
Mentoring	15	0.6	3, 4, 5, 6
Practical activities: Preparation of materials	62	2.48	1, 2, 3, 4, 5
Lecture	15	0.6	1, 2, 3, 4
Seminar	8	0.32	1, 2, 3, 4, 5

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

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:

A. 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.

B. 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.

C. Attendance and active participation in class (10%)

D. 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.

Procedure in Cases of Suspected Academic Misconduct

Any student suspected of submitting work generated by artificial intelligence, produced by another person, or copied from other sources; including AI-generated content without appropriate acknowledgement of the sources; or exceeding the permitted uses of AI, may be required to provide drafts, preparatory work, or any other materials demonstrating that the work is original and their own. Students may also be asked to explain or justify their work individually. Teaching staff may use AI-detection tools or carry out any other verification procedures they consider appropriate. If, following the review, academic misconduct is confirmed, the work may be awarded a mark of zero, and the student may be subject to any additional disciplinary measures deemed appropriate.

Bibliography

Core bibliography

Updated resources (less than one year old)

IAB Spain. (2026). *2026 Influencer Marketing White Paper Update*. Free download at iabspain.es. [Unit 6]

IAB Spain. (2026). *Top Digital Trends Report 2026*. Free download at iabspain.es. [Cross-cutting]

Core theoretical framework

Kotler, Philip; Kartajaya, Hermawan; Setiawan, Iwan. (2021). *Marketing 5.0: Technology for Humanity*. [Units 1-2]

- Smith, PR. (2019). *SOSTAC Guide to your Perfect Digital Marketing Plan*. [Unit 2]
- Graap, Andreas. (2015). *Video-Marketing (mitp Business): Successful Content for YouTube & Co*. [Unit 1]
- Payne, Adrian. (2005). *Handbook of CRM: Achieving Excellence in Customer Management*. [Unit 3]
- Kumar, V. & Reinartz, Werner. (2018). *Customer Relationship Management: Concept, Strategy, and Tools*. [Unit 3]
- Chaffey, Dave & Ellis-Chadwick, Fiona. *Digital Marketing: Strategy, Implementation and Practice*. [Unit 4]
- Kaplan, Andreas M. (2012). *If you love something, let it go mobile: Mobile marketing and mobile social media*. [Unit 4]
- Karin, Carr. (2021). *The YouTube for Real Estate Agents Content Planner: Simplify Your Video and Content Creation*. [Unit 5]
- Godin, Seth. (2018). *This is Marketing: You Can't Be Seen Until You Learn to See*. [Unit 5]
- Fleming, Noah. (2015). *Evergreen: Cultivate the Enduring Customer Loyalty that Keeps your Business Thriving*. [Unit 5]
- Albuquerque, Manuel. (2023). *Influencer Marketing: How to Apply Science to the Art of Influence*. [Unit 6]

Supplementary bibliography

- Godin, Seth. (2011). *Purple Cow*.
- Escalona, Núria. (2013). *#Digtalk: From Direct Marketing to Communication 2.0*.
- Holiday, Ryan. (2014). *Growth Hacker Marketing*.
- Borges, Virginia. (2015). *No gastes en Marketing (Don't Waste Money on Marketing)*.
- Fernández Pardo, Ana. (2015). *Marca busca egoblogger (Brand Seeks Ego-Blogger)*.
- Supplementary bibliography will be shared throughout the course via the Virtual Campus.

Audiovisual resources (YouTube)

CRM:

- HubSpot Spanish (official channel): https://www.youtube.com/channel/UCnEpR8Tczb_PrORMc3QI8Pg
- "Learn to use the HubSpot CRM: beginner's tutorial": <https://www.youtube.com/watch?v=YSb7wuel69A>

Inbound / email marketing:

- Full course "Inbound Marketing on HubSpot" (InboundCycle, playlist): <https://www.youtube.com/playlist?list=PLklvC1X4vN926MMY74pT3L6ptbM7JuBfZ>

Digital marketing and strategy (leading Spanish-language voices):

- Vilma Núñez - reference channel on marketing, sales, and automation.
- Escuela Marketing and Web (Miguel Florido) - content, social media, and digital strategy.

Note: links to individual YouTube videos can expire; it's advisable to check them before publishing the final syllabus, or to favor channels (more stable) over individual videos.

Software

Office tools

Word, Excel, PowerPoint (or free alternative: Google Docs, Sheets, Slides)

Unit 1-2. Video marketing, SWOT/SOSTAC

Canva (design and video, free plan) · CapCut (video editing, free) · Miro (visual SWOT/PESTLE/SOSTAC, free plan)

Unit 3. CRM

HubSpot CRM (free forever; up to ~1,000 marketing contacts and 2 users on Hub tools, ideal for classroom practice)

Unit 4. Email marketing and mobile marketing

Brevo, formerly Sendinblue (unlimited contacts, 300 free emails/day) · WhatsApp Business (free, for mobile/conversational marketing practice)

Unit 5. Social media and content marketing

Canva (editorial calendar and graphics) · Meta Business Suite (free, management and scheduling) · Google Trends (free, evergreen content ideation)

Unit 6. Advertising and influence

Meta Ads Manager (free account, mock campaigns) · Google Ads (practice account)

Artificial intelligence (cross-cutting theme of the course)

ChatGPT / Claude (free plan) - copywriting, buyer personas, scripts · Canva Magic Studio (included in the free plan) - image generation · CapCut AI - automatic subtitles · Perplexity (free) - market research and trend discovery

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift

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