

UNIVERSIDAD DE CASTILLA - LA MANCHA **GUÍA DOCENTE**

Code: 54342

Duration: First semester

ECTS credits: 4.5

Academic year: 2019-20

Group(s): 12

Second language: English

1. General information

Course: MARKETING COMMUNICATION

Type: ELECTIVE

 $\label{eq:degree} \textbf{Degree:} \begin{array}{l} \textbf{317 - UNDERGRADUATE DEGREE IN BUSINESS MANAGEMENT AND} \\ \textbf{ADMINISTRATION} \end{array}$

Center: 5 - FACULTY OF ECONOMICS AND BUSINESS

Year: 4 Main language: Spanish

Use of additional English Friendly: Y languages:

Bilingual: N Web site:

| Lecturer: MARIA ENCARNACION ANDRES MARTINEZ - Group(s): 12 | | | | | | | | | | |
|--|------------|------------------------|-----------------------------|---|--|--|--|--|--|--|
| Building/Office | Department | Phone number | Email | Office hours | | | | | | |
| IEconómicas v | | 967599200 Ext. 2169 | lencarnacion.andres@uclm.es | It will be specified in Moodle once the course has started. | | | | | | |

2. Pre-Requisites

Not established

3. Justification in the curriculum, relation to other subjects and to the profession

Not established

4. Degree competences achieved in this course

Code Description

Develop the ability to manage and run a company or organization, understand their competitive and institutional position, and identify E01

their strengths and weaknesses.

E02 Develop and enhance entrepreneurship, adaptability to change and creativity in any functional area of ¿¿a company or organization. Develop and enhance the ability for general management, technical management and the management of research, development and E06

innovation projects in any company or organization.

Possession of the skills needed for continuous, self-led, independent learning, which will allow students to develop the learning G01

abilities needed to undertake further study with a high degree of independence.

Develop oral and written communication skills in order to prepare reports, research projects and business projects and defend them G03

before any commission or group of professionals (specialised or non-specialised) in more than one language, by collecting relevant

evidence and interpreting it appropriately so as to reach conclusions.

Ability to use and develop information and communication technologies and to apply them to the corresponding business department G04

by using specific programmes for these business areas.

Capacity for teamwork, to lead, direct, plan and supervise multidisciplinary and multicultural teams in both national and international G05

environments so as to create synergies which benefit organisations.

5. Objectives or Learning Outcomes

Course learning outcomes

Not established.

Additional outcomes

6. Units / Contents

Unit 1:

Unit 2:

Unit 3: Unit 4:

Unit 5:

Unit 6:

| 7. Activities, Units/Modules and Methodology | | | | | | | | | |
|--|------------------------|---|------|-------|----|-----|---|-------------|--|
| Training Activity | Methodology | Related Competences (only degrees before RD 822/2021) | ECTS | Hours | As | Com | R | Description | |
| Class Attendance (theory) [ON-SITE] | Lectures | E01 E02 G01 | 0.8 | 20 | N | - | - | | |
| Class Attendance (practical) [ON-SITE] | Combination of methods | E01 E02 E06 G01 G03 G05 | 0.6 | 15 | Υ | N | N | | |
| Writing of reports or projects [OFF- | | | | | | | | | |

| SITE] | Group Work | E01 E02 E06 G03 G04 G05 | 1.2 | 30 | Υ | N | Ν | |
|---|------------------|-------------------------|--------------------------------------|-------|---|---|---|------------------------------|
| Writing of reports or projects [OFF-SITE] | Self-study | E02 G03 G04 G05 | 0.2 | 5 | Υ | N | N | |
| Study and Exam Preparation [OFF-SITE] | | E02 G03 G04 G05 | 1.48 | 37 | Ν | - | - | |
| Final test [ON-SITE] | Assessment tests | G01 G03 | 0.1 | 2.5 | Υ | Υ | Υ | |
| Group tutoring sessions [ON-SITE] | Group Work | E01 E02 E06 G03 G04 G05 | 0.12 | 3 | Υ | N | N | |
| Total: | | | | 112.5 | | | | |
| Total credits of in-class work: 1.62 | | | | | | | | Total class time hours: 40.5 |
| Total credits of out of class work: 2.88 | | | Total hours of out of class work: 72 | | | | | |

As: Assessable training activity
Com: Training activity of compulsory overcoming
R: Rescheduling training activity

| 8. Evaluation criteria and Grading System | | | | | | |
|---|----------------|-----------------------|-------------|--|--|--|
| | Grading System | | | | | |
| Evaluation System | Face-to-Face | Self-Study Student | Description | | | |
| Final test | 40.00% | 0.00% | | | | |
| Progress Tests | 50.00% | 0.00% | | | | |
| Assessment of problem solving and/or case studies | 5.00% | 0.00% | | | | |
| Assessment of active participation | 5.00% | 0.00% | | | | |
| Total: | 100.00% | 0.00% | | | | |

| 9. Assignments, course calendar and important dates | |
|---|--------------------|
| Not related to the syllabus/contents | |
| Hours | hours |
| Class Attendance (theory) [PRESENCIAL][Lectures] | 20 |
| Class Attendance (practical) [PRESENCIAL][Combination of methods] | 15 |
| Writing of reports or projects [AUTÓNOMA][Group Work] | 30 |
| Writing of reports or projects [AUTÓNOMA][Self-study] | 5 |
| Study and Exam Preparation [AUTÓNOMA][Self-study] | 40 |
| Final test [PRESENCIAL][Assessment tests] | 2.5 |
| Global activity | |
| Activities | hours |
| Class Attendance (theory) [PRESENCIAL][Lectures] | 20 |
| Class Attendance (practical) [PRESENCIAL][Combination of methods] | 15 |
| Writing of reports or projects [AUTÓNOMA][Group Work] | 30 |
| Writing of reports or projects [AUTÓNOMA][Self-study] | 5 |
| Study and Exam Preparation [AUTÓNOMA][Self-study] | 40 |
| Final test [PRESENCIAL][Assessment tests] | 2.5 |
| | Total horas: 112.5 |

| 10. Bibliography and Source | es | | | | | | | | |
|---|---|--|-------------|-------------------|------|-------------|--|--|--|
| Author(s) | Title/Link | Publishing house | Citv | ISBN | Year | Description | | | |
| Belch, G.E. y Belch, M.A. | ISE Advertising and Promotion: an integrated marketing communications perspective | MacGraw-Hill | New York | 978-1259921698 | 2017 | | | | |
| | https://www.mheducation.co.uk/978 communications-perspective | https://www.mheducation.co.uk/9781259921698-emea-ise-advertising-and-promotion-integrated-marketing- communications-perspective | | | | | | | |
| Estrella, A. y Segovia, C. | Comunicación integrada de marketing | ESIC | Madrid | 978-84-1646-293-3 | 2016 | | | | |
| http://www.esic.edu/editorial/editorial_producto.php?t=Comunicaci%F3n+integrada+de+marketing&isbn=978841646 | | | | | | | | | |
| Percy, L. | Strategic Integrated Marketing Communications | Routledge | New York | 978-0415822091 | 2018 | | | | |
| https://www.routledge.com/Strategic-Integrated-Marketing-Communications-3rd-Edition/Percy/p/book/978113805 | | | | | | | | | |