



1. General information

Course: MARKETING COMMUNICATION**Type:** ELECTIVE**Degree:** 317 - UNDERGRADUATE DEGREE IN BUSINESS MANAGEMENT AND ADMINISTRATION**Center:** 5 - FACULTY OF ECONOMICS AND BUSINESS**Year:** 4**Main language:** Spanish**Use of additional languages:****Web site:****Code:** 54342**ECTS credits:** 4.5**Academic year:** 2019-20**Group(s):** 12**Duration:** First semester**Second language:** English**English Friendly:** Y**Bilingual:** N**Lecturer:** MARIA ENCARNACION ANDRES MARTINEZ - Group(s): 12

Building/Office	Department	Phone number	Email	Office hours
Facultad Ciencias Económicas y Empresariales/1.12	ADMINISTRACIÓN DE EMPRESAS	967599200 Ext. 2169	encarnacion.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

Course competences

Code	Description
E01	Develop the ability to manage and run a company or organization, understand their competitive and institutional position, and identify their strengths and weaknesses.
E02	Develop and enhance entrepreneurship, adaptability to change and creativity in any functional area of a company or organization.
E06	Develop and enhance the ability for general management, technical management and the management of research, development and innovation projects in any company or organization.
G01	Possession of the skills needed for continuous, self-led, independent learning, which will allow students to develop the learning abilities needed to undertake further study with a high degree of independence.
G03	Develop oral and written communication skills in order to prepare reports, research projects and business projects and defend them 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.
G04	Ability to use and develop information and communication technologies and to apply them to the corresponding business department by using specific programmes for these business areas.
G05	Capacity for teamwork, to lead, direct, plan and supervise multidisciplinary and multicultural teams in both national and international 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	Y	N	N	
Writing of reports or projects [OFF-SITE]								

[SITE]	Group Work	E01 E02 E06 G03 G04 G05	1.2	30	Y	N	N	
Writing of reports or projects [OFF-SITE]	Self-study	E02 G03 G04 G05	0.2	5	Y	N	N	
Study and Exam Preparation [OFF-SITE]	Self-study	E02 G03 G04 G05	1.48	37	N	-	-	
Final test [ON-SITE]	Assessment tests	G01 G03	0.1	2.5	Y	Y	Y	
Group tutoring sessions [ON-SITE]	Group Work	E01 E02 E06 G03 G04 G05	0.12	3	Y	N	N	
Total:			4.5	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					