

**1. General information****Course:** MARKETING COMMUNICATION**Type:** ELECTIVE**Degree:** 317 - UNDERGRADUATE DEGREE IN BUSINESS MANAGEMENT AND ADMINISTRATION (AB)**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:** 2020-21**Group(s):** 12**Duration:** First semester**Second language:** English**English Friendly:** Y**Bilingual:** N**Lecturer:** MIGUEL ANGEL GOMEZ BORJA - Group(s): 12

Building/Office	Department	Phone number	Email	Office hours
D 1.13	ADMINISTRACIÓN DE EMPRESAS	2309	miguelangel.gborja@uclm.es	To be determined at the beginning of the course

**2. Pre-Requisites**

Although there are no prerequisites for the course, it is highly recommended that you have previously taken a course related to Fundamentals of Marketing or Marketing Management. Some of the concepts, contents and evaluation tools developed in these subjects favour the understanding and monitoring of the contents of Integrated Marketing Communications. **A minimum level of Spanish is recommended, as CLASSES ARE TAUGHT IN SPANISH and many discussions will be held in SPANISH.**

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

The subject of Marketing Communication aims to deepen the study of commercial communication in the field of marketing strategy of the company providing a comprehensive view of its functions, tools and relevance to marketing. It is intended to enable the student to analyze and make decisions regarding the design and management of an integrated communication plan in the company

**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**

To consolidate in the student the relevance and principles of the relationship between Marketing and communication in all fields. To know the basic processes underlying the strategies of design, creation and dissemination of information about the company and its products to the environment. Knowledge of the main communication instruments available to companies to develop their integrated communication strategy. To know especially the new tools and technologies of information and communication and their integration into the communication scheme of the company. Design and develop an integrated communication plan for the company. To integrate the communication tools and actions with the different areas and activities of the business system. To understand the factors that influence decisions in the planning, design and operation of communication in the organisation. Transmit to the student the concepts, terminology and philosophy of the subject. Understand the general process of decision making related to the design and management of an integrated communication plan.

**6. Units / Contents****Unit 1: Integrated communication in the company's marketing strategy.****Unit 2: New media, new models and new communication concepts in a global environment****Unit 3: Marketing communication instruments and tools.**

**Unit 4: Communication and engagement in the era of the social consumer.**

**Unit 5: Effectiveness and efficiency in marketing communication.**

**Unit 6: The company's integrated communication plan.**

#### 7. Activities, Units/Modules and Methodology

Training Activity	Methodology	Related Competences (only degrees before RD 822/2021)	ECTS	Hours	As	Com	Description
Class Attendance (theory) [ON-SITE]	Lectures	E01 E02 G01	0.8	20	N	-	Face-to-face class to explain theory and practical content.
Class Attendance (practical) [ON-SITE]	Combination of methods	E01 E02 E06 G01 G03 G05	0.6	15	Y	N	Analysis and discussion of practical cases in class in order to connect theory with practice.
Writing of reports or projects [OFF-SITE]	Group Work	E01 E02 E06 G03 G04 G05	1.2	30	Y	N	Elaboration of a team work that will be materialized in the design and development of an integrated communication plan through the integration of the principles and tools to a case study.
Writing of reports or projects [OFF-SITE]	Self-study	E02 G03 G04 G05	0.2	5	Y	N	Elaboration and discussion of cases
Study and Exam Preparation [OFF-SITE]	Self-study	E02 G03 G04 G05	1.48	37	N	-	Studying the theoretical classes and preparing for the final test.
Final test [ON-SITE]	Assessment tests	G01 G03	0.1	2.5	Y	Y	Assessment of theory and practice.
Group tutoring sessions [ON-SITE]	Group Work	E01 E02 E06 G03 G04 G05	0.12	3	Y	N	Tutoring of team work with attendance of all the members of the team, throughout the semester and with predefined periodicity at the beginning of the course.
<b>Total:</b>			<b>4.5</b>	<b>112.5</b>			
<b>Total credits of in-class work: 1.62</b>			<b>Total class time hours: 40.5</b>				
<b>Total credits of out of class work: 2.88</b>			<b>Total hours of out of class work: 72</b>				

As: Assessable training activity

Com: Training activity of compulsory overcoming (It will be essential to overcome both continuous and non-continuous assessment).

#### 8. Evaluation criteria and Grading System

Evaluation System	Continuous assessment	Non-continuous evaluation*	Description
Final test	40.00%	100.00%	Final theoretic-practical exam.
Progress Tests	50.00%	0.00%	Continuous realization of GROUP WORK throughout the semester (with a partial delivery in the middle of the semester and total delivery at the end of the semester). It is compulsory to present the work in an oral form with the rest of the colleagues in the group. Otherwise, the grade for this part will be cancelled
Assessment of problem solving and/or case studies	5.00%	0.00%	Realization of PRACTICAL CASE STUDIES IN CLASS that will be carried out during school hours.
Assessment of active participation	5.00%	0.00%	Students' active participation in class during the practical sessions and other support activities.
<b>Total:</b>	<b>100.00%</b>	<b>100.00%</b>	

According to art. 4 of the UCLM Student Evaluation Regulations, it must be provided to students who cannot regularly attend face-to-face training activities the passing of the subject, having the right (art. 12.2) to be globally graded, in 2 annual calls per subject, an ordinary and an extraordinary one (evaluating 100% of the competences).

#### Evaluation criteria for the final exam:

##### Continuous assessment:

(1) Theoretical-practical examination (FINAL EVALUATION TEST) related to the contents and concepts exposed in class both in terms of theoretical concepts and cases and exercises presented. The qualification obtained in the exam will suppose 40% of the final qualification. A minimum of 4 out of 10 is required for this test to be computed with the rest of the parts.

(2) The final qualification of the GROUP WORK will be made by the instructor according to aspects such as content, format, organization of contents, as well as the consultations and follow-up carried out. The evaluation criteria of the presentation will be defined by the quality of the contents, the quality of the presentation and the clarity in the exposition of ideas. The qualification of the group work, both the delivery (partial and final) and the oral presentation in class, will constitute 50% of the final grade of the course.

(3) Elaboration of CASE STUDIES IN CLASS developed throughout the course, in which the concepts and tools of marketing will be incorporated, as well as the active participation in class. The qualification obtained in the set of tasks developed in class, attendance and active participation, will suppose a 10% of the final qualification of the course.

Once the evaluations of the different parts subject to evaluation are computed, the course will be considered passed if it reaches at least 50% of the total.

##### Non-continuous evaluation:

The evaluation of the subject consists of a final theoretic-practical exam that will include all the contents that allow to reach the competences of the subject

#### Specifications for the resit/retake exam:

Students will be allowed to test 100% of their skills in a theoretical and practical examination

#### 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
<b>Total horas: 112.5</b>	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	City	ISBN	Year	Description
Belch, G.E. y Belch, M.A.	ISE Advertising and Promotion: an integrated marketing communications perspective <a href="https://www.mheducation.co.uk/9781259921698-emea-ise-advertising-and-promotion-integrated-marketing-communications-perspective">https://www.mheducation.co.uk/9781259921698-emea-ise-advertising-and-promotion-integrated-marketing-communications-perspective</a>	MacGraw-Hill	New York	978-1260570991	2020	
Estrella, A. y Segovia, C.	Comunicación integrada de marketing <a href="http://www.esic.edu/editorial/editorial_producto.php?t=Comunicaci%F3n+integrada+de+marketing&amp;isbn=9788416462933">http://www.esic.edu/editorial/editorial_producto.php?t=Comunicaci%F3n+integrada+de+marketing&amp;isbn=9788416462933</a>	ESIC	Madrid	978-84-1646-293-3	2016	
Percy, L.	Strategic Integrated Marketing Communications <a href="https://www.routledge.com/Strategic-Integrated-Marketing-Communications-3rd-Edition/Percy/p/book/9781138058323">https://www.routledge.com/Strategic-Integrated-Marketing-Communications-3rd-Edition/Percy/p/book/9781138058323</a>	Routledge	New York	978-0415822091	2018	
Castelló, A. y Del Pino, C.	De la publicidad a la comunicación persuasiva integrada De la publicidad a la comunicación persuasiva integrada. <a href="https://www.esic.edu/editorial/editorial_producto.php?t=De+la+publicidad+a+la+comunicaci%F3n+persuasiva+integrada&amp;isbn=9788417513955">https://www.esic.edu/editorial/editorial_producto.php?t=De+la+publicidad+a+la+comunicaci%F3n+persuasiva+integrada&amp;isbn=9788417513955</a>		Madrid	978-8417513955	2019	