

**1. General information****Course:** MARKETING COMMUNICATION**Type:** ELECTIVE**Degree:** 329 - UNDERGRADUATE DEGREE PROGRAMME IN BUSINESS MANAGEMENT AND ADMINISTRATION (TA)**Center:** 15 - FACULTY OF SOCIAL SCIENCES AND INFORMATION TECHNOLOGIES**Year:** 4**Main language:** Spanish**Use of additional languages:****Web site:****Code:** 54342**ECTS credits:** 4.5**Academic year:** 2022-23**Group(s):** 60**Duration:** First semester**Second language:****English Friendly:** Y**Bilingual:** N**Lecturer:** JUAN ANTONIO GARCIA MARTIN - Group(s): 60

Building/Office	Department	Phone number	Email	Office hours
Facultad de Ciencias Sociales y Tecnologías de la Información/Despacho 2.3	ADMINISTRACIÓN DE EMPRESAS	926051651	juan.garcia@uclm.es	First quarter: - Wednesday: from 09:00 to 11:00 and from 13:00 to 14:00 - Thursday: from 09:00 to 11:00 and from 12:00 to 13:00 Second quarter: - Monday: from 09:00 to 10:00 and from 12:00 to 14:00 - Friday: from 11:00 to 14:00

2. Pre-Requisites

There are no prerequisites for this subject. However, it is strongly recommended that students have been enrolled in *Fundamentals of Marketing and Comercial Management*.

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

The main aim of the subject is to deepen the study of commercial communication within the scope of the Marketing strategy, providing a comprehensive vision of its functions, tools and relevance for Marketing. The aim is also to provide students with the necessary skills to analyze and make decisions related to the design and management of an integrated communication plan.

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****Description**

Know the processes aimed at creating, communicating, supplying and exchanging products and services in the market that have value for customers, companies and society in general.

Work autonomously and with personal initiative.

Search for information in order to analyze it, interpret its meaning, synthesize it and communicate it to others.

Know the analytical models and techniques of the economic and legal environment currently faced by enterprises, with special attention given to the search for opportunities and the anticipation of potential changes.

Additional outcomes

Transmit to the student the concepts, terminology and philosophy of the subject.

Integrate communication tools and actions with the different areas and activities of the business system.

Understand the factors that determine the decisions of planning, design and management of communication in the company.

Understand the general process of decision making regarding the design and management of an integrated communication plan.

6. Units / Contents

Unit 1: Integrated marketing communications.

Unit 2: Instruments and tools of commercial communication.

Unit 3: Digital marketing from a communication perspective.

Unit 4: Social media marketing.

Unit 5: Effectiveness and metrics of commercial communication.

Unit 6: 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	-	
Class Attendance (practical) [ON-SITE]	Combination of methods	E01 E02 E06 G01 G03 G05	0.6	15	Y	N	
Writing of reports or projects [OFF-SITE]	Group Work	E01 E02 E06 G03 G04 G05	1.2	30	Y	N	
Project or Topic Presentations [ON-SITE]	Group Work	E06 G03 G05	0.2	5	Y	N	
Group tutoring sessions [ON-SITE]	Group Work	E01 E02 E06 G03 G04 G05	0.1	2.5	Y	N	
Study and Exam Preparation [OFF-SITE]	Self-study	E02 G03 G04 G05	1.5	37.5	N	-	
Final test [ON-SITE]	Assessment tests	G01	0.1	2.5	Y	Y	
Total:			4.5	112.5			
Total credits of in-class work: 1.8			Total class time hours: 45				
Total credits of out of class work: 2.7			Total hours of out of class work: 67.5				

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%	Theoretical-practical final exam.
Progress Tests	50.00%	0.00%	GROUP WORK (half of the semester: a partial delivery of the work; at the end of the semester: a complete delivery of the work). The oral presentation of the work is obligatory. Otherwise, the note of this part would be annulled.
Assessment of problem solving and/or case studies	5.00%	0.00%	Realization of CASE STUDY in classroom.
Assessment of active participation	5.00%	0.00%	Active participation of the student in class in practices and other support activities.
Total:	100.00%	100.00%	

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 exam (FINAL EXAM) related to the theoretical and practical contents presented in class. The mark obtained in the exam will represent 40% of the final grade. A minimum of 4 out of 10 points is required.

(2) The GROUP WORK depends on aspects such as the content, format, content organization, as well as the follow-up carried out. The note of the presentation depends on the quality of the contents, the quality of the presentation and the clarity in the presentation of ideas. The mark obtained in the group work will represent 50% of the final grade.

(3) The grade obtained in the PRACTICES and active participation will represent 10% of the final grade.

In order to pass the subject, it will be necessary to obtain at least a final grade of 50%.

Regarding assessment in case of illness or other special circumstances (extenuating rules), see Article 6 of the Student Assessment Regulations of the University of Castilla-La Mancha.

Non-continuous evaluation:

The evaluation of the subject consists of a theoretical-practical final exam that includes all the contents that allow reaching the competences of the subject.

Regarding non-continuous evaluation, see section b of point 4.2. of the UCLM Student Assessment Regulations approved on 23 May 2022. Regarding assessment in case of illness or other special circumstances (extenuating rules), see Article 6 of the Student Assessment Regulations of the University of Castilla-La Mancha.

Specifications for the resit/retake exam:

In this case, evaluation system is maintained, that is, the grades of the group work and the practices developed during the semester will be taken into account. Students will be able to examine 100% of the competences acquired in a theoretical-practical exam.

Specifications for the second resit / retake exam:

Theoretical-practical exam.

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
Project or Topic Presentations [PRESENCIAL][Group Work]	5
Group tutoring sessions [PRESENCIAL][Group Work]	2.5
Study and Exam Preparation [AUTÓNOMA][Self-study]	37.5
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
Project or Topic Presentations [PRESENCIAL][Group Work]	5
Group tutoring sessions [PRESENCIAL][Group Work]	2.5
Study and Exam Preparation [AUTÓNOMA][Self-study]	37.5
Final test [PRESENCIAL][Assessment tests]	2.5
Total horas: 112.5	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
Kotler, P. ; Kartajaya, H.; Setiawan, I.	Marketing 5.0: Tecnología para la Humanidad	LID	Madrid	978-84-18709-87-6	2021	
Castelló A.; Del Pino, C.	De la Publicidad a la Comunicación Persuasiva Integrada	ESIC Editorial	Pozuelo de Alarcón	978-84-17513-95-5	2019	
Estrella, A.; Segovia, C.	Comunicación Integrada de Marketing	ESIC Editorial	Pozuelo de Alarcón	978-84-16462-93-3	2016	
Sicilia, M.; Palazón, M.; López, I; López, M.	Marketing en Redes Sociales	ESIC Editorial	Pozuelo de Alarcón	978-84-18415-31-9	2021	
Percy, L.	Strategic Integrated Marketing Communications	Routledge	New York	978-1138058323	2018	
Belch, G.E.; Belch, M.A.	Advertising and Promotion: An Integrated Marketing Communications Perspective	McGraw-Hill	New York	978-1260259315	2020	