UNIVERSIDAD DE CASTILLA - LA MANCHA
GUÍA DOCENTE

1. General information

Course: MARKETING COMMUNICATION

Type: ELECTIVE

Degree: 320 - UNDERGRADUATE DEGREE IN BUSINESS MANAGEMENT AND ADMINISTRATION (CR)

Center: 403 - FACULTY OF LAW AND SOCIAL SCIENCES OF C. REAL

Year: 4

Main language: Spanish

Use of additional languages:

Web site:

Code: 54342

ECTS credits: 4.5

Academic year: 2022-23

Group(s): 20 29

Duration: C2

Second language: English

English Friendly: Y

Bilingual: N

Lecturer: **ROCIO CARRANZA VALLEJO** - Group(s): **20 29**				
Building/Office	**Department**	**Phone number**	**Email**	**Office hours**
Módulo E/1.07	ADMINISTRACIÓN DE EMPRESAS	902204100	Rocio.Carranza@uclm.es	

Lecturer: **DAVID MARTIN-CONSUEGRA NAVARRO** - Group(s): **20 29**				
Building/Office	**Department**	**Phone number**	**Email**	**Office hours**
Facultad de Derecho y Ciencias Sociales. Módulo E. D 1.06	ADMINISTRACIÓN DE EMPRESAS	902204100 Ext.3545	david.martin@uclm.es	

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

Description

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

Work autonomously and with personal initiative.

Work out problems in creative and innovative ways.

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.

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.

Know the theories and organizational models of companies from structural and behavioral perspectives to ensure their effective and efficient functioning, paying special attention to human aspects in organizations.

Assume social and ethical responsibilities in business decision-making.

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	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%	
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%**	**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).

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**
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
Class Attendance (theory) [PRESENCIAL][Lectures]	20
Class Attendance (practical) [PRESENCIAL][Combination of methods]	15
Writing of reports or projects [AUTÓNOMA][Group Work]	30
Total horas:	112.5

10. Bibliography and Sources

Author(s)	Title/Link	Publishing house	City	ISBN	Year	Description
Belch, G.E.; Belch, M.A.	Advertising and Promotion: An Integrated Marketing Communications Perspective	McGraw-Hill	New York	978-1260259315	2020	
Percy, L.	Strategic Integrated Marketing Communications	Routledge	New York	978-1138058323	2018	

Autores	Título	Editorial	Ciudad	ISBN	Año
Sicilia, M.: Palazón, M.; López, I; López, M.	Marketing en Redes Sociales	ESIC Editorial	Pozuelo de Alarcón	978-84-18415-31-9	2021
Estrella, A.; Segovia, C.	Comunicación Integrada de Marketing	ESIC Editorial	Pozuelo de Alarcón	978-84-16462-93-3	2016
Kotler, P. ; Kartajaya, H.; Setiawan, I.	Marketing 5.0: Tecnología para la Humanidad	LID		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