



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:** 2023-24**Group(s):** 12**Duration:** First semester**Second language:** English**English Friendly:** Y**Bilingual:** N**Lecturer:** MARIA DEL PILAR MARTINEZ RUIZ - Group(s): 12

Building/Office	Department	Phone number	Email	Office hours
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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 its meaning, synthesize it and communicate it to others.

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.

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 G03 G04 G05	0.6	15	Y	Y	
Writing of reports or projects [OFF-SITE]	Group Work	E01 E02 E06 G03 G04 G05	1.2	30	Y	Y	
Project or Topic Presentations [ON-SITE]	Group Work	E06 G03 G05	0.2	5	Y	Y	
Group tutoring sessions [ON-SITE]	Group Work	E01 E02 E06 G03 G04 G05	0.1	2.5	Y	Y	
Study and Exam Preparation [OFF-SITE]	Self-study		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
Assessment of problem solving and/or case studies	5.00%	0.00%	
Assessment of active participation	5.00%	0.00%	
Final test	40.00%	100.00%	
Progress Tests	50.00%	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
Class Attendance (theory) [PRESENCIAL][Lectures]	20
Class Attendance (practical) [PRESENCIAL][Combination of methods]	15
Group tutoring sessions [PRESENCIAL][Group Work]	2.5
Study and Exam Preparation [AUTÓNOMA][Self-study]	37.5
Project or Topic Presentations [PRESENCIAL][Group Work]	5
Writing of reports or projects [AUTÓNOMA][Group Work]	30
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	ALMUZARA; LID edición (31 agosto 2021)		¿ 978-8418709876	2021	
Castelló Martínez, Araceli (1981-)	De la publicidad a la comunicación persuasiva integrada : es	ESIC,		978-84-17513-95-5	2019	
Percy, L.	Strategic Integrated Marketing Communications	Routledge	New York		2018	
Estrella Ramón, Antonia María.	Comunicación integrada de marketing /	ESIC		978-84-16462-93-3	2016	
Sicilia, M.; Palazón, M.; López, I; López, M.	Marketing en redes sociales	ESIC		978-84-18415-31-9	2021	
Belch, G.E.; Belch, M.A.	Advertising and Promotion: An Integrated Marketing Communications Perspective	MacGraw-Hill	New York	978-1260259315	2020	