



# UNIVERSIDAD DE CASTILLA - LA MANCHA

## GUÍA DOCENTE

### 1. General information

**Course:** MARKETING COMMUNICATION

**Type:** ELECTIVE

**Degree:** 318 - UNDERGRADUATE DEGREE IN BUSINESS MANAGEMENT AND ADMINISTRATION (TO)

**Center:** 6 - FACULTY OF LAW AND SOCIAL SCIENCES

**Year:** 4

**Main language:** Spanish

**Use of additional languages:**

**Web site:**

**Code:** 54342

**ECTS credits:** 4.5

**Academic year:** 2023-24

**Group(s):** 40 42 45 43

**Duration:** C2

**Second language:**

**English Friendly:** Y

**Bilingual:** N

**Lecturer:** MARIA ASUNCION DIAZ DEL RIO - Group(s): 40 42 45 43

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

Not established.

#### Additional outcomes

### 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	E01 E02 E06 G03 G04 G05	1.5	37.5	N	-	
Final test [ON-SITE]	Assessment tests	G01	0.1	2.5	Y	Y	
<b>Total:</b>			<b>4.5</b>	<b>112.5</b>			
<b>Total credits of in-class work: 1.8</b>			<b>Total class time hours: 45</b>				
<b>Total credits of out of class work: 2.7</b>			<b>Total hours of out of class work: 67.5</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%	
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%	
<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).

9. Assignments, course calendar and important dates	
Not related to the syllabus/contents	
<b>Hours</b>	<b>hours</b>
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
<b>Global activity</b>	
<b>Activities</b>	<b>hours</b>
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
Project or Topic Presentations [PRESENCIAL][Group Work]	5
Group tutoring sessions [PRESENCIAL][Group Work]	2.5
<b>Total horas: 112.5</b>	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	City	ISBN	Year	Description
Estrella, A.M.; Segovia, C.	Comunicación integrada de marketing	ESIC Editorial		978-84-16462-93-3	2016	
Sicilia, M.; Palazón, M.; López, I.; López, M.	Marketing en redes sociales	ESIC Editorial		978-84-18415-31-9	2021	
Belch, G.E. y Belch, M.A.	Advertising and promotion: an integrated marketing communications perspective	McGraw-Hill		0-07-340486-1	2020	
Ordozgiti, R. et al.	Publicidad on line: las claves del éxito en Internet	ESIC Editorial		978-84-7356-994-1	2014	
Percy, L.	Strategic integrated marketing communications	Routledge		978-1138058323	2018	
Castelló Martínez, A.; Del Pino, C.	De la publicidad a la comunicación persuasiva integrada	ESIC Editorial		978-84-17513-95-5	2019	
Kotler, P. et al.	Marketing 5.0. Tecnología para la humanidad	Almuzara		978-84-1870987-6	2021	