

25321 - The communications company

Información del Plan Docente

Academic Year	2016/17
Academic center	103 - Facultad de Filosofía y Letras
Degree	272 - Degree in Journalism
ECTS	6.0
Course	2
Period	Second Four-month period
Subject Type	Basic Education
Module	---

1.Basic info

1.1.Recommendations to take this course

1.2.Activities and key dates for the course

2.Initiation

2.1.Learning outcomes that define the subject

2.2.Introduction

3.Context and competences

3.1.Goals

3.2.Context and meaning of the subject in the degree

3.3.Competences

3.4.Importance of learning outcomes

4.Evaluation

5.Activities and resources

5.1.General methodological presentation

See "Learning activities " and "Syllabus".

More information will be provided on the first day of class.

5.2.Learning activities

- Theoretical lectures.

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- Practical lectures.
- Individual work.
- Personal study.
- Assessment activities.

5.3.Program

1.- The company:

1.1. Concept of company and entrepreneur.

1.2. The division of work. Concentration and globalization of the communication company.

1.3. The vision of the company as a team work. Human Resources.

2.- Technical Aspects of the company:

2.1. The financial logistic process.

2.2. The real logistic process.

3.- Introduction to Marketing:

3.1. Fundamentals of Marketing, concepts and evolution.

3.2. Communication and information market analysis.

4.- Marketing tools:

4.1. Decisions about the Product variable.

4.2. Decisions about the Communication variable: the communication process, advertising, promotions and public relations.

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4.3. Decisions about the Distribution variable: concept, functions and channels.

4.4. Decisions about the Price variable.

5.4.Planning and scheduling

See the academic calendar of the University of Zaragoza (<http://academico.unizar.es/calendario-academico/calendario>) and the website of the Faculty of Philosophy and Arts (*Schedule of classes* : <https://fyl.unizar.es/horario-de-clases#overlay-context=horario-de-clases>; Examination schedule: <https://fyl.unizar.es/calendario-de-examenes#overlay-context=>)

More information will be provided on the first day of class.

5.5.Bibliography and recommended resources

The recommended bibliography can be found on the University of Zaragoza Library website (<http://psfunizar7.unizar.es/br13/eGrados.php?id=139&p=1>)