

## 27628 - Commercial Communication Management

### Información del Plan Docente

Academic Year	2016/17
Academic center	109 - Facultad de Economía y Empresa
Degree	450 - Degree in Marketing and Market Research
ECTS	6.0
Course	3
Period	Second semester
Subject Type	Compulsory
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

The learning process that is designed for this subject is based on the following: The combination of participatory lectures , cooperative work , problem solving and case studies , as well as discussion and reflection of texts and readings

#### 5.2. Learning activities

The program that the student is offered to help you achieve the expected results includes the following activities ...  
Participatory Lectures: provide the necessary theoretical knowledge, accompanied by practical examples to facilitate the understanding and application of the concepts studied. These sessions will address the following contents: &sect;

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Commercial communications in the marketing &sect; Communication Planning &sect; Communication tools: advertising, sales promotion, public relations, sponsorship and fairs. &sect; New trends in communication Resolution and presentation of problems and case studies, preparation and presentation of papers, discussion topics, readings commentary and interactive activities. the conduct of these activities both inside and outside the classroom, as well as individual and / or group is contemplated. tutelary activities and / or seminars: You can monitor the work done by students and answer questions about the theoretical and practical contents of the subject. Self study: includes activities study of theoretical and practical content, resolution of practical activities, conducting individual and / or group seeking and analyzing information, among others. Evaluation activities

### 5.3.Program

UNIT 1: BUSINESS COMMUNICATION 1. THE PROCESS OF COMMUNICATION 2. THE COMMERCIAL COMMUNICATION 3. INSTRUMENTS OF COMMUNICATION

UNIT 2: PLANNING BUSINESS COMMUNICATION 1. COMMUNICATION, MARKETING AND BUSINESS 2. THE PLANNING PROCESS OF COMMUNICATION 3. COMMUNICATION AND 360 INTEGRAL

UNIT 3: ADVERTISING. BASIC CONCEPTS 1. DEFINITION AND TYPES 2. OBJECTIVES PUBLICITARIOS 3. ACTION PUBLICITY

UNIT 4: MEDIA ADVERTISING 1. MEDIA, MEDIA AND ADVERTISING FORMS 2. MEDIA RESEARCH 3. MEDIA PLANNING

UNIT 5: ADVERTISING MESSAGE CREATIVITY 1. THE MESSAGE 2. INVESTIGATION OF MESSAGES

UNIT 6: REGULATION PUBLICITARIA 1. SPANISH LEGAL REGULATIONS 2. ADVERTISING SELF-REGULATION 3. CONTROLLING THE ADVERTISING AGENCIES

UNIT 7: ADVERTISING AGENCIES AND MEDIA AGENCIES 1. ADVERTISING AGENCIES 2. MEDIA AGENCIES

UNIT 8: PROMOTION OF SALES 1. INTRODUCTION 2. PLANNING SALES PROMOTION 3. TECHNICAL SALES PROMOTION

UNIT 9: PUBLIC RELATIONS, SPONSORSHIP AND FAIRS 1. PUBLIC RELATIONS: CONCEPT AND FUNCTIONS 2. EXTERNAL PUBLIC RELATIONS TECHNIQUES 3. SPONSORSHIP 4. FAIRS

UNIT 10: NEW TRENDS IN COMMUNICATION 1. VIRAL AND BUZZ MARKETING COMMUNICATION 2. ADVERTAINMENT And ADVERGAMING 3. STREET MARKETING AND AMBIENT MARKETING 4. EXPERIENTIAL COMMUNICATION AND SENSORY 5. OTHER TRENDS IN COMMUNICATION

### 5.4.Planning and scheduling

The timing and scheduling of the theoretical and practical sessions of the course will be communicated to students through the program at the beginning of the academic year . The timing of the various evaluations and delivery of trabajosactividades be shown in the schedule that will determine the early going and will be communicated to each group through delse published in the Digital Teaching Ring of the University of Zaragoza , ( ADD) .

**5.5. Bibliography and recommended resources**