

61759 - Below the line marketing communications

Información del Plan Docente

Academic Year	2016/17
Academic center	109 - Facultad de Economía y Empresa
Degree	555 - Master's in Management, Strategy and Marketing
ECTS	3.0
Course	1
Period	Second semester
Subject Type	Optional
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 has been designed for this course is based on the following activities:

- Theoretical lectures: introduce the theoretical concepts of the course. These participatory sessions will encourage the discussion and critical analysis of the concepts and research presented.
- Analysis and discussion of research papers related to the course: instructors will select several research papers and students will prepare and present summaries of these papers including the possible limitations of the articles.

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- Elaboration and presentation of a research project: students, organised in groups, will elaborate and present a research project based on experimentation. They will have to define the objectives of the project, design and develop the research pretests, as well as explain how they would carry out the research.

5.2.Learning activities

The programme offered to the students to help them achieve the learning results includes the following activities...

- Theoretical lectures and discussion of the contents
- Discussion of research papers
- Elaboration and presentation of projects

5.3.Program

1. Marketing communications:

Marketing communications mix

Relevance of below-the-line communications

Research about below-the-line communications

Methods used in research about below-the-line communications

2. The use of below-the-line communications tools in brand management

3. Below-the-line communications tools: sales promotions, cause-related marketing, sponsorship, and public relations.

Below-the-line communications: consumer response models

Relevant variables in the design of below-the-line communications campaigns

Evaluation models

4. Below-the-line communications: new trends

5.4.Planning and scheduling

This course has 3 ECTS credits. Sessions will be distributed as follows:

1 presentation session and introduction to the course: 2 hours

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14 theoretical-practical sessions: 28 hours.

It is expected that students spend time outside of classes revising the contents of the course, working on the research papers and the research project. Student workload is equivalent to 75 working hours. The timetable of sessions will be announced on the faculty website. Presentation dates will be announced by teachers.

5.5. Bibliography and recommended resources