

## 25321 - The communications company

### Información del Plan Docente

<b>Academic Year</b>	2018/19
<b>Subject</b>	25321 - The communications company
<b>Faculty / School</b>	103 - Facultad de Filosofía y Letras
<b>Degree</b>	272 - Degree in Journalism
<b>ECTS</b>	6.0
<b>Year</b>	2
<b>Semester</b>	Second Four-month period
<b>Subject Type</b>	Basic Education

### Module

#### 1.General information

##### 1.1.Aims of the course

##### 1.2.Context and importance of this course in the degree

##### 1.3.Recommendations to take this course

#### 2.Learning goals

##### 2.1.Competences

##### 2.2.Learning goals

##### 2.3.Importance of learning goals

#### 3.Assessment (1st and 2nd call)

##### 3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

#### 4.Methodology, learning tasks, syllabus and resources

##### 4.1.Methodological overview

See "Learning activities " and "Syllabus". More information will be provided on the first day of class.

##### 4.2.Learning tasks

The course includes the following learning tasks:

- Lectures.
- Practice sessions.
- Autonomous work and study.

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- Assessment tasks.

### 4.3.Syllabus

The course will address the following topics:

- Topic 1. The company:
  - o 1.1. Concept of company and entrepreneur.
  - o 1.2. The division of work. Concentration and globalization of the communication company.
  - o 1.3. The vision of the company as a team work. Human Resources.
- Topic 2. Technical Aspects of the company:
  - o 2.1. The financial logistic process.
  - o 2.2. The real logistic process.
- Topic 3. Introduction to Marketing:
  - o 3.1. Fundamentals of Marketing, concepts and evolution.
  - o 3.2. Communication and information market analysis.
- Topic 4. Marketing tools:
  - o 4.1. Decisions about the Product variable.
  - o 4.2. Decisions about the Communication variable: the communication process, advertising, promotions and public relations.
  - o 4.3. Decisions about the Distribution variable: concept, functions and channels.
  - o 4.4. Decisions about the Price variable.

### 4.4.Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to 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.

### 4.5.Bibliography and recommended resources

[BB: Bibliografía básica / BC: Bibliografía complementaria]

- [BB] Nieto Tamargo, Alfonso. Empresa informativa / Alfonso Nieto y Francisco Iglesias . 1ª ed. Barcelona : Ariel, 1993
- [BB] Salas Fumás, Vicente. Economía de la empresa : decisiones y organización / Vicente Salas Fumás . 2ª ed. amp. y act. Barcelona : Ariel, 1996
- [BB] Santesmases Mestre, Miguel. Marketing : conceptos y estrategias / Miguel Santesmases Mestre . 6ª ed. Madrid : Pirámide, 2012