

## 27628 - Commercial Communication Management

### Syllabus Information

**Academic Year:** 2019/20

**Subject:** 27628 - Commercial Communication Management

**Faculty / School:** 109 - Facultad de Economía y Empresa

**Degree:** 450 - Degree in Marketing and Market Research

**ECTS:** 6.0

**Year:** 3

**Semester:** Second semester

**Subject Type:** Compulsory

**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

The methodology followed in this course is oriented towards the achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as lectures, cooperative work, problem-solving tasks, case studies, discussion of texts and readings.

#### 4.2.Learning tasks

The course includes the following learning tasks:

- **Lectures.** They provide the necessary theoretical knowledge, accompanied by practical examples to facilitate the understanding and application of the concepts. These sessions will address the following contents:
  - Commercial communications in marketing;
  - Communication Planning;
  - Communication tools: advertising, sales promotion, public relations, sponsorship and fairs.
  - New trends in communication
- **Practice sessions.** Solving and presentation of problems and case studies, preparation and presentation of papers, topic discussion, readings commentary and interactive activities.
- **Seminars.** Monitoring the work done by students and answering questions about the theoretical and practical

contents of the course.

- **Autonomous work.** It includes the study of theoretical and practical content, solving practical activities, conducting individual and / or group research and information analysis, among others.
- **Assessment tasks.**

### 4.3.Syllabus

The course will address the following topics:

- Topic 1. BUSINESS COMMUNICATION
  1. THE PROCESS OF COMMUNICATION
  2. THE COMMERCIAL COMMUNICATION
  3. INSTRUMENTS OF COMMUNICATION
- Topic 2. PLANNING BUSINESS COMMUNICATION
  1. COMMUNICATION, MARKETING AND BUSINESS
  2. THE PLANNING PROCESS OF COMMUNICATION
  3. COMMUNICATION AND 360 INTEGRAL
- Topic 3. ADVERTISING. BASIC CONCEPTS
  1. DEFINITION AND TYPES
  2. ADVERTISING OBJECTIVES
  3. ADVERTISING ACTION
- Topic 4. MEDIA ADVERTISING
  1. MEDIA, MEDIA AND ADVERTISING FORMS
  2. MEDIA RESEARCH
  3. MEDIA PLANNING
- Topic 5. ADVERTISING MESSAGE CREATIVITY
  1. THE MESSAGE
  2. INVESTIGATION OF MESSAGES
- Topic 6. ADVERTISING REGULATION
  1. SPANISH LEGAL REGULATIONS
  2. ADVERTISING SELF-REGULATION
  3. CONTROLLING THE ADVERTISING AGENCIES
- Topic 7. ADVERTISING AGENCIES AND MEDIA AGENCIES
  1. ADVERTISING AGENCIES
  2. MEDIA AGENCIES
- Topic 8. PROMOTION OF SALES
  1. INTRODUCTION
  2. PLANNING SALES PROMOTION
  3. TECHNICAL SALES PROMOTION
- Topic 9. PUBLIC RELATIONS, SPONSORSHIP AND FAIRS
  1. PUBLIC RELATIONS: CONCEPT AND FUNCTIONS
  2. EXTERNAL PUBLIC RELATIONS TECHNIQUES
  3. SPONSORSHIP
  4. FAIRS
- Topic 10. NEW TRENDS IN COMMUNICATION
  1. BRANDED CONTENT
  2. EXPERIENTIAL COMMUNICATION
  3. INBOUD MARKETING
  4. OTHER TRENDS IN COMMUNICATION

### 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 Faculty of Economics and Business website (<https://econz.unizar.es/>) and Moodle.

### 4.5.Bibliography and recommended resources