COURSE DESCRIPTION
MARKETING INFORMATION AND ADVERTISING MANAGEMENT
2018-2019
COURSE 3º SEMESTER 1
DEGREE (S) MARKETING AND SALES MANAGEMENT
MODALITY ON CAMPUS
ACADEMIC YEAR 2018/2019
SCHOOL OF BUSINESS & ECONOMICS
1. COURSE/SUBJECT IDENTIFICATION

1.- COURSE/SUBJECT:

| Name: Marketing Information and Advertising | Code: c303 |
| Year (s) course is taught: 3º | Semester (s) when the course is taught: 1º |
| Type: Compulsory subject | ECTS of the course: 6  |
| Language: English | Hours ECTS: 30 |
| Modality: On campus |
| Degree (s) in which the course is taught: Marketing and Sales Management |
| School which the course is taught: School of Business & Economics |

2.- ORGANIZATION OF THE COURSE:

| Department: Business Economics |
| Area of knowledge: Marketing and Market Research |

2. LECTURERS OF THE COURSE/SUBJECT

1.- LECTURERS:

| Responsible of the Course | CONTACT |
| Name: | Manuela Saco Vázquez |
| Phone (ext): | 15486 |
| Email: | sacvaz@ceu.es |
| Office: | 1.15B |

2.- TUTORIALS:

For any queries students can contact lecturers by e-mail, phone or visiting their office during the teacher’s tutorial times published on the students’ Virtual Campus.
3. COURSE DESCRIPTION

Aim and purpose of this academic course is to obtain comprehensive knowledge of different instruments of non-conventional communication as used by companies that want to contact with and attract public. It analyses and evaluates the objectives of companies and its actions to obtain them. The subject will be complemented with the necessary knowledge on advertisement and publicity used as conventional instruments of communication.

4. COMPETENCIES

1.- COMPETENCIES

<table>
<thead>
<tr>
<th>Basic and General Competencies</th>
<th>Specific Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>BC1, BC2, BC3, GC1</td>
<td>SC4, SC9</td>
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</tbody>
</table>

2.- LEARNING OUTCOMES:

<table>
<thead>
<tr>
<th>Learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mastering the instruments for the implementation of a communication policy in the company.</td>
</tr>
<tr>
<td>Elaborate and evaluate the implementation of a non-conventional communications plan for a Company (below the line)</td>
</tr>
</tbody>
</table>

5. LEARNING ACTIVITIES

1.- DISTRIBUTION OF STUDENTS’ ASSIGNMENT:

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>On-campus hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>AF2</td>
<td>Seminars</td>
<td>43</td>
</tr>
<tr>
<td>AF3</td>
<td>Workshop</td>
<td>17</td>
</tr>
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<td>TOTAL</td>
<td>Presence Hours</td>
<td>60</td>
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<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Not on-campus hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>AF0</td>
<td>Student’s Autonomous work local</td>
<td>120</td>
</tr>
</tbody>
</table>
6. ASSESSMENT OF LEARNING

1.- CLASS ATTENDANCE:

- In order to be eligible for examination by continuous assessment students must attend at least 75% of scheduled class time (attendance sheets will be used). As students may be absent 25% of the classes, no attenuating circumstances will be accepted for absences.

2.- ASSESSMENT SYSTEM AND CRITERIA:

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS2</td>
<td>Objective test</td>
<td>15%</td>
</tr>
<tr>
<td>AS3</td>
<td>Written exam of reasoning questions</td>
<td>30%</td>
</tr>
<tr>
<td>AS4</td>
<td>Written exam or computer exam with exercises</td>
<td>10%</td>
</tr>
<tr>
<td>AS7</td>
<td>Group works</td>
<td>30%</td>
</tr>
<tr>
<td>AS12</td>
<td>Oral Briefings-Oral Presentations</td>
<td>15%</td>
</tr>
</tbody>
</table>

7. COURSE PROGRAMME

1.- COURSE PROGRAMME:

THEORATICAL PROGRAMME

Theme 1. Communication
  1.1 The communication process
  1.2 Communication instruments
  1.3 Commercial communications strategy
  1.4 Determining factors in commercial communication
  1.5 Advertising goals
  1.6 Types of advertising

Theme 2. Direct marketing
  2.1 The concept of direct marketing
  2.2 Direct marketing strategy
  2.3 Types of direct marketing
  2.4 The evolution of direct marketing to relationship marketing

Theme 3. Sales promotion
  3.1 The concept of sales promotion
  3.2 Objectives and types of sales promotion
  3.3 Measurement and control of promotional actions
  3.4 Promotions for distributors
  3.5 Promotions at vendor points
  3.6 Notoriety promotions
Theme 4. Public relations

4.1 The concept of public relations
4.2 Typology of public relations
4.3 Public relations scheme

Theme 5. Sponsorship and patronage

5.1 Definition of sponsorship and patronage
5.2 Types of sponsorship
5.3 The subjects of sponsorship
5.4 Sponsorship plan and evaluation
5.5 Sponsorship Legislation

Theme 6. Internal communication

6.1 The concept of internal communication
6.2 Objectives of internal communication
6.3 Internal communication processes
6.4 Communication channels

Theme 7. Non-conventional publicity on TV

7.1 Concepts, tendencies and origin
7.2 Non-conventional formats

PRACTICAL WORK PROGRAMME:

Case studies

8. RECOMMENDED READING

1.- ESSENTIAL BIBLIOGRAPHY:


2.- ADDITIONAL BIBLIOGRAPHY:

RODRÍGUEZ, S. (2004): Creatividad en Marketing directo, 4ª edición, DEUSTO, Barcelona

4.- WEB RESOURCES:

Mobile Marketing Association Spain, http://www.mmsspain.com
Advertising Research Foundation (ARF): http://www.arfsite.org
http://www.aedemo.es
http://www.fecemd.org
http://www.aemr.es
http://www.aemp.es
http://www.auc.es
9. ATTITUDE IN THE CLASSROOM

1.- REGULATIONS

Any irregular act of academic integrity (no reference to cited sources, plagiarism of work or inappropriate use of prohibited information during examinations) or signing the attendance sheet for fellow students not present in class will result in the student not being eligible for continuous assessment and possibly being penalized according to the University regulations.