COURSE DESCRIPTION

COURSE/SUBJECT: COMMUNICATION AND MARKETING
YEAR 2 | SEMESTRAL COURSE
SEMESTER: 1st
DEGREE: ADVERTISING AND PUBLIC RELATIONS
MODALITY: ON-CAMPUS
ACADEMIC YEAR 2018/2019
FACULTY OF HUMANITIES AND COMMUNICATION SCIENCES
1. COURSE/SUBJECT IDENTIFICATION

1. COURSE/SUBJECT:

<table>
<thead>
<tr>
<th>Name:</th>
<th>Communication and Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Code:</td>
<td>d201</td>
</tr>
<tr>
<td>Year (s) course is taught:</td>
<td>2nd</td>
</tr>
<tr>
<td>Semester (s) when the course is taught:</td>
<td>2nd</td>
</tr>
<tr>
<td>Type:</td>
<td>Compulsory Subject</td>
</tr>
<tr>
<td>ECTS of the course:</td>
<td>6</td>
</tr>
<tr>
<td>Hours ECTS:</td>
<td>30</td>
</tr>
<tr>
<td>Language:</td>
<td>English</td>
</tr>
<tr>
<td>Modality:</td>
<td>On-campus</td>
</tr>
<tr>
<td>Degree (s) in which the course is taught:</td>
<td>Advertising and Public Relations</td>
</tr>
<tr>
<td>School which the course is taught:</td>
<td>Humanities and Communication Sciences</td>
</tr>
</tbody>
</table>

2. ORGANIZATION OF THE COURSE:

<table>
<thead>
<tr>
<th>Department:</th>
<th>Audiovisual Communication and Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td>Area of knowledge:</td>
<td>Audiovisual Communication and Advertising</td>
</tr>
</tbody>
</table>

2. LECTURERS OF THE COURSE/SUBJECT

1. LECTURERS:

<table>
<thead>
<tr>
<th>Responsible of the Course</th>
<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>María Henar Alonso Mosquera</td>
</tr>
<tr>
<td>Phone (ext):</td>
<td>914 566 300 ext 4274</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:henar.marketing@ceu.es">henar.marketing@ceu.es</a></td>
</tr>
<tr>
<td>Office:</td>
<td>P. Juan XXIII, 6 Despacho 14</td>
</tr>
<tr>
<td>Teaching and Research profile</td>
<td>Lecturer</td>
</tr>
<tr>
<td>Research Lines:</td>
<td>Marketing</td>
</tr>
</tbody>
</table>

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

Theoretical and practical analysis of the principles and fundamentals of marketing and communication for organizations as well as brands and products. Lay the groundwork for the 3rd year Market Research course.
4. COMPETENCIES

1.- COMPETENCIES

<table>
<thead>
<tr>
<th>Code</th>
<th>Basic and General Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>BS1</td>
<td>Students should have demonstrated that they have gained knowledge of and understand an area of study that starts from the base of general secondary education, and is usually seen as a level that, even though based on advanced text books, it also includes certain aspects that imply knowledge deriving from the vanguard of their field of study.</td>
</tr>
<tr>
<td>BS2</td>
<td>Students should know how to apply their knowledge to their work or vocation in a professional manner and should have the skills that are usually demonstrated by compiling and defending arguments and resolving problems within their area of study.</td>
</tr>
<tr>
<td>BS3</td>
<td>Students should have the capacity to collect and interpret relevant data (normally within their area of study) to give opinions that include reflection on relevant topics of a social, scientific or ethical nature.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Specific Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>SC43</td>
<td>Capacity to strategically solve communication problems.</td>
</tr>
<tr>
<td>SC44</td>
<td>How to analyze contemporary communication trends.</td>
</tr>
<tr>
<td>SC45</td>
<td>Initiating, developing and executing a communication strategy.</td>
</tr>
<tr>
<td>SC46</td>
<td>How to reflect critically on one’s own practice.</td>
</tr>
<tr>
<td>SC47</td>
<td>Acquiring a proactive attitude.</td>
</tr>
</tbody>
</table>

2.- LEARNING OUTCOMES:

<table>
<thead>
<tr>
<th>Code</th>
<th>Learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Know the fundamentals of marketing, their relationship with advertising and understand the concept of brand, develop the ability and ability to develop research projects and analysis related to brands.</td>
</tr>
<tr>
<td></td>
<td>Understand the strategic role of the media in the advertising and communication process and its relationship with advertising.</td>
</tr>
<tr>
<td></td>
<td>To be able to strategically solve communication problems. (i.e. Initiate, develop and execute a communication strategy.</td>
</tr>
<tr>
<td></td>
<td>Acquire a proactive attitude.</td>
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</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>LA2</td>
<td>SEM - Seminar</td>
<td>60</td>
</tr>
<tr>
<td></td>
<td>TOTAL Presence Hours</td>
<td>60</td>
</tr>
</tbody>
</table>
2.- DESCRIPTION OF LEARNING ACTIVITIES:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA2 Seminar</td>
<td>Educational activity that strengthens the participation of students in the reasoned interpretation of the knowledge and the sources of the area of study. It is aimed preferably at the skill of applying knowledge (skill 2 MECES), and the capacity to collect, interpret and give opinion on relevant data and information (skill 3 MECES). It is representative of areas or activities of a mixed profile, theoretical and practical.</td>
</tr>
<tr>
<td>LA7 Self-Student Work</td>
<td>Educational activity in which students independently manage their own learning by virtue of study of educational material.</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.
- 100% attendance at practical classes is required.
- Attendance to conferences organized by the Faculty, specific to the degree or linked to a subject, are considered of great interest for the training of students and the acquisition of skills. Therefore, accredited assistance to these activities may be recognized by the teacher as part of teaching imparted.

2.- ASSESSMENT SYSTEM AND CRITERIA:

<table>
<thead>
<tr>
<th>ORDINARY EXAMINATION (continuous assessment)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Code</td>
</tr>
<tr>
<td>------</td>
</tr>
<tr>
<td>AS2</td>
</tr>
<tr>
<td>AS5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RE-TAKE EXAM/EXTRAORDINARY EXAMINATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Code</td>
</tr>
<tr>
<td>------</td>
</tr>
<tr>
<td>AS2</td>
</tr>
<tr>
<td>AS5</td>
</tr>
</tbody>
</table>

3.- DESCRIPTION OF ASSESSMENT CRITERIA:
### 7. COURSE PROGRAMME

#### 1.- COURSE PROGRAMME:

##### THEORETICAL PROGRAM:

**Marketing and commercial function**  
Marketing concept  
Market Orientation  
The Marketing Environment

**Product**  
Concept and typologies  
Segmentation, differentiation and positioning  
Brand  
Packaging  
Life cycle and product portfolio

**Price**  
Concept and objectives  
Fixing strategies and price variables that affect price  
The mix of services

**Commercial communication at the point of sale**  
Sale promotion  
Merchandising

**Commercial distribution**  
Fundamental concepts and strategies of commercial distribution  
Classification of the retail trade  
Commercial distribution: independent, integrated and associated formats

##### PRACTICE PROGRAM:

Throughout the course, a group work will be developed, for which a high degree of commitment will be required, as it implies a practical in-depth review of the subject matter. Likewise, the individual contribution to the work will be evaluated during the practical sessions and oral presentations.

- Product dimensions and analysis of needs, wants and demands.  
- Analysis of a product category and development of its strategy.  
- Proposal of its pricing strategy.  
- Proposed sales promotion.  
- Store check on/off

**ASSESSMENT SYSTEM**  
Final Exam – multiple choice s & short answers 50%  
Team Projects 40%  
Oral presentations and expositions 20%  
Team work 20%  
Participation 10%

The continuous assessment dates will be determined at the beginning of the Semester and will be
compulsory for all the students, with no exceptions.
To consider the grade of the continuous assessment the student will have to obtain at least a grade of 5 over 10 in BOTH the Final Exam and the Team Projects.
Every aspect that is discussed in class is subject of examination from the first to the last day of course.
Also, in order to be able to follow the continuous assessment, the student must have fulfilled 75% of the attendance and have performed all the practices.

With regard to the practical part, and given the importance of teamwork, a high degree of commitment will be required, as it implies an in-depth review of the subject matter. Likewise, the individual contribution to the work will be evaluated. Teamwork involves thinking and organizing together each part of the work, making divisions only in those tasks that need to be performed individually. This skill is critical in evaluating such work.
Both the final work and the practices that compose it must ALWAYS be delivered on time. No retrospective work will ever be collected.

8. RECOMMENDED READING

1.- ESSENTIAL BIBLIOGRAPHY:


2.- ADDITIONAL BIBLIOGRAPHY:

Esteban, A. et al. (2013): Fundamentos de marketing. Madrid, ESIC.
York, McGrawHill-Irwin, 5ª edición.

3. WEB RESOURCES:

www.aeacp.es (Asociación Española de Agencias de Comunicación y Publicidad)
www.aedemo.es (Asociación Española de Estudios de Marketing)
www.aemark.es (Asociación Española de Marketing Académico y Profesional)
www.aimc.es (Asociación de Investigación de Medios de Comunicación)
www.ama.com (American Marketing Association)
www.asociacionmkt.es (Asociación de Marketing de España)
www.iabspain.net/ (Interactive Advertising Bureau)
www.infoadex.es (información de audiencias y anunciantes)

Specialized Media:
www.adage.com
www.alimarket.es
www.anuncios.com
www.comercio.es
www.daretail.com
www.distribucionactualidad.com
www.elpublicista.com
www.esomar.org
www.grupocontrol.es
www.interactivadigital.com
www.ipmark.es
www.marketingdirecto.com
www.marketingmagazine.co.uk
www.marketingnews.es
www.marketingpower.com
www.mercasa.es
www.nrf.com
www.powerretail.com.au
www.programapublicidad.com
www.publicidad.com
www.puromarketing.com
www.reasonwhy.com
www.revistasice.com
www.territoriocreativo.es
www.the-emagazine.com
www.therobinreport.com
www.tns-global.es

9. ATTITUDE IN THE CLASSROOM

1. REGULATIONS
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. Students are expected to be on time for class and not leave the room until class is over.

Students are expected to behave in a mature and responsible manner during class. Talking among students, leaving the room during class time, use of cell phones or engaging in any behavior disruptive to the learning environment will result in students being told to leave the class. Computers are only allowed during the team sessions.

ACADEMIC INTEGRITY:
A commitment to honesty, fairness, respect, and responsibility, is the foundation of the learning process. The University policy on academic dishonesty details consequences that can include dismissal from the School.

Intellectual honesty: cheating on a test and plagiarism subvert both the purpose of the University and the experience being derived by the student.

As a student in this class, you must demonstrate your commitment to academic integrity by submitting work which originates in your own knowledge and which you have done yourself. When appropriate, your work should be supplemented and supported by other sources, properly cited using the recommended documentation system.