

## 1. BASIC INFORMATION

Course	Integral Communication I
Degree program	Master Degree in Marketing
School	Faculty of Social Sciences and Communication
Year	1
ECTS	6 ETCS
Credit type	Mandatory
Language(s)	English
Delivery mode	Campus-based mode (Alcobendas)
Semester	S1
Academic year	24-25
Coordinating professor	Gloria Morcillo
Professor	Juan Manuel Alonso

## 2. PRESENTATION

**Integrated Marketing Communications is the process of unifying a brand's messaging to make it consistent across all media that the brand uses to reach its target audience.** It's a strategic approach that guides communication and tactics used across all marketing channels.

The goal of integrated marketing communications is to ensure that customers receive the same message when they interact with a company's brand in various ways.

If a potential customer views a social media post from a company that offers one message and then visits the website only to find a totally different marketing campaign, this can be disorienting for the customer, leading them to cut their journey short.

## 3. LEARNING OUTCOMES

### Knowledge

- KNWL1. Knowing the different functional areas of the company and the key and strategic decisions of marketing and communication of the companies and the professional profile of the experts in the area.
- KNWL2. Understand the details of the functions and multimedia communication skills of companies in marketing, potential customers, geographic regions and productive sectors on the Internet and social networks.
  - Knowledge of creative processes

### **Skills**

- SKILL7. Develop effective and professional commercial communication, through the generation of effective messages and the use of the appropriate channels, all adapted to the objective, to maximize the public impact of communications.
  - Apply marketing fundamentals to internal and personal communication.
  - Develop branding as a tool.

### **Competences**

- CBTF5. Design products from the analysis of market opportunities and the company's capabilities, creating a healthy and sustainable portfolio of products, from the application of advanced marketing techniques.
- CBTF7. Design, implement and supervise a commercial action plan that ensures the achievement of the company's objectives.

## **4. CONTENT**

- **Strategic personal brand planning**
- **Branding; strategic brand management**
- **Internal communication**
- **Persuasive communication**
- **Creative processes and naming**

This module is important for the regulation of marketing knowledge for students coming from different areas of knowledge, in order to establish a common starting point for the remainder of the programme.

## **5. TEACHING-LEARNING METHODOLOGIES**

The types of teaching-learning methodologies used are indicated below:

- Case studies.
- Collaborative learning.
- Problem-based learning.
- Challenge-based learning.
- Lectures.
- Simulation environments.

## 6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

### Campus-based mode:

Learning activity	Number of hours
Lectures	10
Practical Seminars	20
Independent working	50
Debates & Discussions	8
Academic Tutotials	18
Drawing up reports and written work	20
Solving case studies	12
Problem-solving	10
In-person knowledge assessment tests	2
<b>TOTAL</b>	<b>150</b>

## 7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

### Campus-based mode:

Assessment system	Weight
In-person assessment tests	60
Oral presentations	10
Learning folder	10
Case study	10
Reports and written work	10

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you must complete, as well as the delivery deadline and assessment procedure for each one.

### 7.1. First exam period

To pass the course in the first exam period, you must obtain a final course grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 4.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

## 7.2. Second exam period

To pass the course in the second exam period, you must obtain a final grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 4.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

The student must deliver the activities not successfully completed in the first exam period after having received the corresponding corrections from the professor, or those that were not delivered in the first place.

## 8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Assessable activities	Deadline
Case Study 1/Activity 1	Week 1-3
Case Study 2/Activity 2	Week 4-8
Case Study 3/Activity 3	Week 5-9
Case Study 4/Activity 4	Week 10-14

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

## 9. BIBLIOGRAFÍA

The main reference work for this subject is:

- Kotler, P., Kartajaya, H., y Setiawan. I., Marketing 5.0: Technology for Humanity (2021).
- Morgan, J. (1996). "A Definition of Communicative Competence". Unpublished MA assignment, University of Surrey.
- Claude C Hopkins, (2015) Scientific Advertising: 21 advertising, headline and copywriting techniques.

The recommended Bibliography is:

- David Ogilvy (2021) Ogilvy on Advertising.
- Claude C Hopkins (2015) Scientific Advertising: 21 advertising, headline and copywriting techniques
- D&AD (2022). The Copy Book.
- Keith, William. "Science and Communication: Beyond Form and Content." In Scientific and Technical Communication for the 21st Century. Ed. James H. Collier. Beverly Hills: Sage, 1996. 300-311.
- Cole Nussbaumer Knaflic, (2015) Storytelling with Data: A Data Visualization Guide for Business Professionals.

- Som Bathla (2019), Think Out of The Box: Generate Ideas on Demand, Improve Problem Solving, Make Better Decisions, and Start Thinking Your Way to the Top: 2 (Power-Up Your Brain).

## 10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

From the Educational Guidance and Diversity Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the student's inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

From this unit we offer to our students:

1. Accompaniment and follow-up by mean of counselling and personalized plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunity for all students.
3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at:

[orientacioneducativa@universidadeuropea.es](mailto:orientacioneducativa@universidadeuropea.es)

## 11. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the "surveys" section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.