

1. BASIC DETAILS

Course	Direct and Promotional Marketing
Degree	Bachelor's Degree in Advertising
School/Faculty	Social and Communication Sciences
Year	4º
ECTS	6 ECTS
Type	Optional
Language(s)	Spanish
Delivery Mode	On campus
Semester	First semester

2. INTRODUCTION

Direct and Promotional Marketing is an optional course in the syllabus of the Bachelor's Degree in Advertising of Universidad Europea de Madrid. This course aims to provide a context for communication practice and bring it into contact with the marketing environment, specifically with direct marketing strategies within a marketing plan, being able to manage customer databases and interpret the outcomes of promotional actions of a company.

3. SKILLS AND LEARNING OUTCOMES

Key skills

- CB1: Students have shown their knowledge and understanding of a study area that builds on general secondary school education, and are usually at the level where, with the support of more advanced textbooks, they may also demonstrate awareness of the latest developments in their field of study.

Transversal Skills.

- CT02. Independent learning: Skillset for choosing strategies to search, analyse, evaluate and manage information from different sources, as well as to independently learn and put into practice what has been learnt.
- CT03. Teamwork: Ability to integrate and collaborate actively with other people, areas and/or organizations to reach common goals.
- CT04. Written/spoken communication: Ability to communicate and gather information, ideas, opinions and viewpoints to understand and be able to act, spoken through words or gestures or written through words and/or graphic elements.
- CT05. Analysis and problem-solving: Be able to critically assess information, break down complex situations, identify patterns and consider different alternatives, approaches and perspectives in order to find the best solutions and effective negotiations.

Specific skills (CE by the acronym in Spanish)

- CE31. Ability to identify and assess the needs of consumers, designing procedures, creating products and solutions with which to channel demand towards the offer of brands, applying the technical tools used in market surveys and taking these as a guideline in decision-making, respecting fundamental rights and equality between men and women

Skills	Learning outcomes
KEY (CB by its acronym in Spanish): CB4	Know and understand the new terms and concepts of Direct and Promotional Marketing.
TRANSVERSAL (CT by its acronym in Spanish): CT2, CT3, CT4, CT5	
SPECIFIC (CE by its acronym in Spanish): CE31	<ul style="list-style-type: none"> Understand the importance of the communication and direct marketing tools within the Marketing Plan of the Company. Manage and handle customer Databases. Know the methodology for creating Direct and Promotional Marketing campaigns. Analyse, interpret and control the outcomes of Direct and Promotional Marketing actions.

4. CONTENTS

The subject is organised into six course units, which are then split into topics (four or five topics depending on the units):

Unit 1. Direct and Promotional Marketing Concept. Evolution and adaptation to the digital environment.

Unit 2 Function of Direct and Promotional Marketing within the Marketing Plan

Unit 3. Main tools and formats of Direct and Promotional Marketing.

Unit 4. Management, handling and legal regulation of Databases

Unit 5. Creativity adapted to formats of Direct and Promotional Marketing

5. TEACHING/LEARNING METHODS

The types of teaching/learning methods are as follows:

- Lecture
- Case studies
- Collaborative learning
- Online conference
- Problem-based learning
- Challenge-based learning

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

On-campus:

Learning activity	Number of hours
Lectures	50 h
Independent working	30 h
Drawing up reports and written work	10 h
Case study analysis, problem-solving, drawing up of projects, simulation	50 h
Tutorials	10 h
TOTAL	150 H

7. ASSESSMENT

The assessment methods, plus their weighting in the final grade for the course, are as follows:

On-campus:

Assessment system	Weighting
Assessment system	Weighting
On-campus knowledge test	40%
Submission of written reports	30%
Oral presentations	10%
Case study/problem scenario	20%

On the Virtual Campus, when you open the course, you can see all the details of your assessment activities and the deadlines and assessment procedures for each activity.

8. BIBLIOGRAPHY

The work of reference for follow-up of the course is:

- KOTLER, P., Dirección de Marketing, 18ª, Madrid, Prentice Hall, 2021.

The recommended bibliography is indicated below:

- Martin De Bernardo, C., y Priede Bergamini, T. (2007). Marketing móvil. Una nueva herramienta de comunicación. Madrid: Netbiblo.
- Rosendo, V., y Laguna, P. (2014). Marketing relacional. Madrid: Dykinson.
- Smith, M. (2012). El nuevo marketing relacional. Madrid: Anaya.