

1. OVERVIEW

Subject Area	Communications and Marketing
Degree	Bachelor's Degree in Design
School/Faculty	Architecture, Engineering and Design
Year	Fourth
ECTS	6 ECTS
Type	Compulsory
Language(s)	Spanish/English
Delivery Mode	On campus
Semester	First semester
Academic Year	2024-2025
Coordinating professor	

2. INTRODUCTION

Students now find themselves in the fourth year and in less than nine months' time, they will have to deal with real problems on the open market. In this subject, the classroom becomes a Strategic Marketing agency, and we deal with a real challenge set by a chosen client who comes to our classroom and whose business we visit. This client expects us to provide a solution which encapsulates a global outlook which transcends the specific design disciplines of the students. Here, knowledge of marketing must be applied to the challenge set to improve operations and achieve growth thanks to our efforts.

The importance of this subject in the syllabus is clear, as a professional in the field of design needs to develop the necessary skills for effective communication at work and manage marketing tools to meet the expectations of the client.

The learning objectives are:

- Understand the role of communication and marketing within the project design process.
- Understand the most relevant aspects of both disciplines and master them through practice.
- Discover and evaluate strengths and weaknesses which make up the personal brand which can be implemented in the disciplines of marketing and communication.

The subject will teach the following specific abilities:

1. Identify where communication and marketing influence a project.
2. Analyse the role and value of communication and marketing in the creation of a value-added proposal.
3. Learn about client discovery techniques associated with Lean Startup and apply them to project development.
4. Incorporate Lean Startup methods to develop the marketing plan.

5. Design and put into practice a marketing and communication plan to suit a project.
6. Apply knowledge of marketing and communication in the creation of a personal brand.

This subject is part of the SKILLS DEVELOPMENT IN A SOCIAL AND PROFESSIONAL ENVIRONMENT module.

3. SKILLS AND LEARNING OUTCOMES

Key skills (CB, by the acronym in Spanish):

- CB2: Students can apply their knowledge to their work professionally and possess the necessary skills, usually demonstrated by forming and defending opinions, as well as resolving problems within their study area.

Transversal skills (CT, as per the Spanish acronym):

- CT17: Teamwork: ability to integrate and collaborate actively with other people, areas and/or organisations to reach common goals.

Specific skills (CE, as per the Spanish acronym):

- CE16: Decision making: ability to choose between different options or methods to effectively solve varied situations or problems.

Learning outcomes (RA, as per the Spanish acronym):

- RA9: Understand the importance of communication in professional practice. Use effective communication strategies, both oral and written.
- RA10: Respect the rules of communication in multicultural environments.
- RA14. Show critical, creative and reflexive thinking skills.
- RA15. Understand the dynamics of work groups and how to manage them effectively. Recognise skills and ability in others and harness this for their development.

The following table shows how the skills developed in the subject area match up with the intended learning outcomes:

Skills	Learning outcomes
CB2, CE16	RA9: Understand the importance of communication in professional practice. Use effective communication strategies, both oral and written. RA14. Show critical, creative and reflexive thinking skills.
CT17	RA10: Respect the rules of communication in multicultural environments. RA15. Understand the dynamics of work groups and how to manage them effectively. Recognise skills and ability in others and harness this for their development.

4. CONTENTS

The subject matter develops throughout the learning unit and corresponds to the different phases of a real-life case:

- Understanding the Business Model. Where are we now?
- Understanding the Service Model. What are we offering?
- Understanding the Client/User. How do we build links?
- Defining objectives. What do we want to achieve?
- Choosing public. Who can help us?
- Strategy and tactics. How can we reach them?
- Messages and channels. What can we say to allure them? Where?
- Planning. When will we achieve this?
Budget. How much will it cost?
- Measuring results. Will we reach our objectives?

5. TEACHING/LEARNING METHODS

The types of teaching/learning methods are as follows:

- Master lectures.
- Collaborative 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
Attendance and participation in activities	25h (on-site)
Directed learning, practical exercises and problem-solving	50h (44% on-site)
Self-study	50h (off-site)
Tutorials, academic follow-up and assessment	25h (on-site)
TOTAL	150 h

7. ASSESSMENT

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

On-campus:

Assessment method	Weight
Knowledge tests	70-80%
Submission and/or presentation of projects	20-30%

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.

7.1. Ordinary examination period

To pass this subject in the ordinary examination period you must:

- Obtain 5 out of 10 in the set of marks.
- It is compulsory to present the project proposal.
- If you do not submit within the deadline, reasons must be justified in writing. Examples of justified reasons for late delivery are: illness with a doctor's note, work experience at a company with proof from that company, etc.
- Plagiarism or copying will result in a 0 for that entire section of work and a penalty of -3 points the overall grade.
- Missing more than 50% of classes will lead to an automatic fail in the ordinary examination period.

7.2. Extraordinary examination period

To pass this subject in the extraordinary examination period you must:

- In the extraordinary examination period, you must attend the compulsory tutorials in July and complete the work which is set at that time.
- You must submit all work requested by the lecturer in the tutorials. The grade will be based on the submissions of all the work.
- Obtain 5 points in the group of marks.
- Presentation of the main project is compulsory.
- If you do not submit within the deadline, reasons must be justified in writing. Examples of justified reasons for late delivery are: illness with a doctor's note, work experience at a company with proof from that company, etc.
- Plagiarism or copying will result in a 0 for that entire section of work and a penalty of -3 points in the overall grade.
- Missing more than 50% of classes will lead to an automatic fail in the ordinary examination period.
- No work will be accepted after the deadline has passed.

8. SCHEDULE

The schedule with delivery dates of assessable activities in the course is indicated in this section:

Assessable activities	Date
Activity 1	Week 1 to 18
Activity 2	Week 1 to 18

The schedule may be subject to modifications for logistical reasons of the activities. Students will be informed of any changes in due time and course.

9. BIBLIOGRAPHY

The recommended bibliography is indicated below:

- Baena, V. y Moreno, F. (2010). "Instrumentos de Marketing. Decisiones sobre Producto, Precio, Distribución, Comunicación y Marketing Directo". Editorial UOC.
- Jobber, D. y Fahy, J. (2007). "Fundamentos de Marketing". Editorial McGraw Hill, 2a edición.
- Ferrel, O. y Hartline, M. (2006). "Estrategia de marketing". Editorial Thomson (3a edición), México.
- Peter, J. P. y Olson, J. C. (2006). "Comportamiento del consumidor y estrategia de marketing". Editorial McGraw Hill, México.
- Santemas, M. (1999). "Marketing. Conceptos y estrategias". Editorial Pirámide, Madrid.

10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

The Educational Guidance and Diversity Unit offers support throughout your time at university to help you with your academic achievement. One of the main pillars of our educational policy is the inclusion of students with special educational needs, universal accessibility to the different university campuses and equal opportunities.

This unit offers students:

1. Support and monitoring through personalised counselling and programmes for students who need to improve their academic performance.
2. Promotion of diversity, with curricular changes possible in terms of methodology or assessment for those students with special educational needs in order to provide equal opportunities for all our students.
3. We also offer students a range of educational extracurricular resources for developing a variety of skills to enhance their personal and professional development.
4. Career guidance by offering tools and advice to students with doubts regarding their professional careers or those who believe they have chosen the wrong line of study.

Students who need educational support can contact us at:

orientacioneducativa@universidadeuropea.es

11. SATISFACTION SURVEYS

Your opinion matters!

Universidad Europea encourages you to complete our satisfaction surveys to identify strengths and areas for improvement for staff, degree courses and the learning process.

These surveys will be available in the surveys area of your virtual campus or by email.

Your opinion is essential to improve the quality of the course.

Many thanks for taking part.