Universidad Europea ANDALUCÍA

1. BASIC INFORMATION

Subject/Module	Marketing Communication I
Titration	Degree in Marketing
Faculty/School	Facultad de Ciencias Sociales
Course	1
Credits (ECTS)	6 ECTS
Character	Basic
Language/s	Spanish and English
Modality	Presential
Semester	Second semester
Academic year	2025-2026
Coordinating Teacher	

2. PRESENTATION

This subject tries to approach and contextualize the most important concepts of commercial communication, to put in context the importance and role of communication as one of the four tools of the marketing mix. Within the communication mix, the study of advertising will be deepened, as a great protagonist of business communication, so that students will be able to understand the process and techniques of creating advertising messages, the elements that make up advertising pieces, and the process of disseminating messages.

3. LEARNING OUTCOMES

Knowledge:

KNO02. Master the basic principles of communication and negotiation, to reach sustainable and beneficial agreements with different stakeholders: employees, intermediaries, agencies and the media

- Explain the importance and role of communication as one of the four tools in the marketing mix.
- Define advertising as the main protagonist of business communication.
- Describe the process and techniques of creating advertising messages, the elements that make up the advertising pieces, and the process of disseminating the messages.

Skills:

SK01. Calculate the production costs of marketing actions with the expected benefit, anticipating results and optimizing the return on investment.

- Define the essential variables of the communication mix.

SK02. Design products, services or communication pieces, capable of generating value for the market and profitability for the company.

- To make a vision of the particularities of each of the tools in the communication mix

SK06. Use techniques for presenting and defending creative proposals.

- Handle and master the basic principles of communication.

SK10. To create new ideas and concepts from known ideas and concepts, reaching conclusions or solving problems, challenges and situations in an original way in the academic and professional environment.

Competences:

CMPT05. Apply the necessary communication concepts, generating effective messages, using the right channels and adapting to the target audience.
CMPT11. Design content adapted to the specificities of each window of exploitation of the digital environment: internet and social networks.
CMPT13. To analyse the theoretical-practical concepts of the most appropriate tools in the communication and marketing mix according to a digital, highly globalised and connected environment.

4. CONTENTS

The contents of the subject/module are indicated below:

- Communication Principles
- Communication integrated into the company
- The communication mix
- Media and advertising channels
- The advertising agency
- Creating advertising messages

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies that will be developed throughout the subject/module are indicated below:

- Master class .
- Case method.
- Project-based learning.

6. LEARNINGS ACTIVITIES

The types of training activities planned are detailed below, including the dedication in hours expected by the student for each of them:

Training activity	Number of hours
Lectures	10
Practical application seminars	20
Case Analysis	24
Oral presentations of papers	2
Preparation of reports and writings	6
Research and projects	10
Freelance work	56
Debates and colloquia	8
Academic tutoring	12
Face-to-face tests and assessment	2
TOTAL	**150**

7. CONTINOUS ASSESSMENT

Each assessable learning activity represents an opportunity for the student to make progress, receive feedback, and consolidate knowledge, skills, and competences. The Learning Outcomes outlined in this guide provide direction for this process and serve as benchmarks for their achievement.

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

Campus-based mode:

Evaluation system	Weight (%)
Face-to-face knowledge tests	40%-50%
Oral presentations of papers	5%-10%
Case/Problem	10%-25%
Learning Portfolio	10%-20%
Research and projects	10%-20%

In the Virtual Campus, when you access the corresponding course/module you will find information regarding the evaluation systems, including the due dates and the procedures applicable to each of them.

7.1. First exam period

In order to pass the course/module in the ordinary call, the student must obtain a grade greater than or equal to 5.0 (out of 10), in all the evaluation systems proposed in this guide. The final grade will be calculated from the weighted average of all the evaluation systems described.

If in any of the evaluation systems proposed in this guide, a grade lower than 5.0 (out of 10) is obtained, the final grade of the course/module will be "fail" even if, in the result of the weighted average, a value higher than 5.0 (out of 10) is obtained. In the latter case, the course/module would still be "failed" obtaining a final grade of 4.0 (out of 10).

Delivery of activities

Compliance with deadlines is essential to ensure the fairness and planning of the training process.
In case of not submitting an evaluable formative activity in due time and form, and without prior justification, it will not be evaluated and, therefore, will be recorded as "not submitted".

The student is encouraged to communicate with sufficient time in advance to the teacher of the course/module, any difficulty that may affect their participation in any activity.

Attendance

Active participation in the training sessions is a key component of learning. In order to pass the course/module, at least 50% attendance is required. If this minimum percentage is not reached, the teacher may consider the course/module as "failed", according to the evaluation regulations of the Universidad Europea de Andalucía.

7.2. Second exam period

The extraordinary exam offers a new opportunity for students to demonstrate their learning. To pass it, it will be necessary to obtain a final grade (weighted average) equal to or higher than 5.0 (out of 10.0).

Delivery of activities

The student must submit and pass those mandatory training activities not delivered or not passed in the ordinary call, respecting the new deadlines established. In case of failure to comply with these new deadlines, the activity will not be evaluated and, therefore, will be recorded as "not presented".

8. SCHEDULE

This section presents the schedule with the delivery dates of the assessable activities of the subject:

Assessable activities	Date
Activity 1	Week 2-3
Activity 2	Week 5-6

Activity 3	Week 8-9
Activity 4	Week 11-12
Activity 5	Week 15-16
Face-to-face knowledge test	Week 17-18

This schedule may be modified for logistical reasons of the activities. Any modification will be notified to the student in a timely manner.

9. REFERENCES

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

- Blakeman, R. (2018). Integrated Marketing Communication: Create Strategy from Idea to Implementation. (3th ed). Rowman and Littlefield. London. ISBN: 9781538101056

- Brown, R., Jones, V., Wang, M. (2017). The New Advertising: Branding Content, and Consumer Relationships. ABC, LLC. Santa Barbara, California. ISBN: 97844084784-4

- Carnigie, D. (2018) How to Have Rewarding Relationships Win Trust and Influence People. Manjul Publishing. ISBN; 9789387383494

- Chernev, A. (2020). The Marketing Plan Handbook. (6th ed). Kellogs School of Management. Northwestern University. Cerebellum Press, USA. ISBN: 978193657267-0

- Edgan, J. (2018). Marketing Communication. Matthew Walters. UK. ISBN: 9781826446893

- Godin, S. (2019). This is Marketing. You can´t be seen until you learn to see. Portfolio/Penguin. NY. ISBN: 9780525540847

- Hunt, S., Mello, J., Deitz, G. (2020) Marketing. Because everyone is a Marketer. (3rd Edition). Mc Grew Hill. ISBN: 9781260088878

- Kotler, P., Keller, K., Manceau, D., Hemonnet-Goujot, A. (2021). Marketing Management. (18 ed). PostPrint hal-02176421, HAL

- Marshall, G., Johnston, M. (2019). Marketing Management. (3th Edition). Mc Grew Hill. ISBN: 9781259637155

- Perreault, W., Cannon, J., McCarthy, E.J. (2020). Essentials of Marketing (17th Edition). Mc Grew Hill. ISBN: 9781260260373

- Prentice, C. (2019): Emotional Intelligence and Marketing: World Scientific Publishing Co

- Young, B. (2018). Consumer Psychology : A Life Span Developmental Approach. Cham (1º ed.) : Springer International Publishing ISBN: 9783319909110.

10.   AREA OF GUIDANCE, DIVERSITY AND INCLUSION

The Orientation, Diversity and Inclusion Area (ODI) offers support to students throughout their university career, with the purpose of facilitating their academic and personal development, and supporting them in achieving their goals. This area focuses its work on three fundamental pillars: the inclusion of students with specific educational support needs, the promotion of universal accessibility in the educational community and the guarantee of equal opportunities for all.

Among the services offered are:

- **Academic accompaniment and monitoring**, through the provision of counseling and the development of personalized plans aimed at those who need to improve their academic performance.
- **Attention to diversity**, through the implementation of non-significant curricular adjustments - in methodological and evaluation aspects - for students with specific educational support needs, in order to guarantee equal opportunities.
- **Extracurricular training resources**, aimed at the development of personal and professional skills that contribute to the integral growth of students.
- **Vocational guidance**, through the provision of tools and advice to those who have concerns about their choice of degree or are considering a change in their training path.

Students who need educational support can contact the area through the following email: orientacioneducativa@universidadeuropea.es

11. ONLINE SURVEYS

Participating in satisfaction surveys is an enriching opportunity to contribute to the continuous improvement of the degree, as well as the institution. Thanks to them, it is possible to identify which aspects of academics, the teaching team and the teaching-learning process are working well and which can continue to be improved.

With the aim of encouraging active participation in the completion of surveys among students, different dissemination channels have been launched. The surveys are available in the space set up on the Virtual Campus and are also sent by email for easy access.

The answers collected allow decisions to be made that have a direct impact on the quality of the training experience and on the day-to-day life of the university community.