

Bachelor Degree in Business Administration and Management and Business Transformation

Course: Business communication and branding

Subject: Marketing and sales

Credits: 6 ECTS

Program: Bachelor

Modality: On-Site

Year: Third

Semester: First

Academic Year: 2026–2027

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2. Presentation

Advertising affects virtually all product categories. It would be hard to find a computer, book, toothpaste, shampoo, spaghetti sauce or mayonnaise jar that hasn't been marketed to you. Then, in this course we will deepen the process of advertising, from principles of creativity, to its applications in different media platforms in the creation of the brand and develop corporate communications, as well as exploring the importance of implementing creativity combined with the needs and effectiveness of budget control.

3. Learning outcome of the degree

- RAT1 - The graduate will be able to recognize the tasks of the different functional areas within a company or organization, taking into account previous theoretical learning about business structures.
- RAT3 - The graduate will be able to identify economic, environmental, political, sociological and technological factors at the local, national and international levels and their impact on organizations through research-based learning in business environments.
- RAT6 - The graduate will be able to understand the different data analysis techniques used to assess the feasibility of a business project.
- RAT9 - The student will be able to provide clear and precise explanations of any knowledge/information, both orally and in writing, in Catalan, Spanish and a third language, particularly English.
- RAT10 - The student will be able to apply digital technologies (at the right time) in his/her field of expertise.
- RAT12 - The graduate will be able to develop both traditional and digital marketing and promotional projects in a business environment.
- RAT16 - The graduate will be able to understand the economic-financial information of business entities and institutions in relation to their environment.
- RAT18 - The student will be able to provide innovative, creative and entrepreneurial solutions in professional situations.
- RAT19 - The student will be able to evaluate the sustainability and social impact of the proposals presented, with ethical, environmental and professional responsibility.
- RAT20 - The student will be able to apply the gender perspective in the professional tasks.
- RAT24 - After completing the degree, the student will be able to design projects for IT services and systems in all business fields.

4. Learning outcomes of the subjects

- RAM1 - The student will be able to determine an appropriate pricing policy consistent with a company strategy and market reality.
- RAM3 - The student will be able to design digital marketing content in a professional way, through simulation exercises in computer environments.
- RAM4 - The student will be able to discuss assertively the challenges, techniques and tools of digital marketing before a peer review tribunal.
- RAM5 - The student will be able to correctly select the data analysis techniques, research techniques and parameters most suitable for the case raised in a written exercise.
- RAM7 - The student will be able to correctly apply marketing and sales strategies and techniques depending on different areas of activity and circumstances of the environment and market by conducting a case study.

5. Contents

1.Public Communication

- 1.1. What Is Institutional and Corporate Communication
- 1.2. Public Communication vs. Commercial Communication
- 1.3. Key Audiences: Employees, Media, Investors, and Civil Society
- 1.4. Communication in Times of Crisis and Reputation Management
- 1.5. Transparency, Ethics, and Sustainability in Communication

2.Theory of Public Relations

- 2.1. Origins and Evolution of Public Relations
- 2.2. Classic Communication Models (Grunig & Hunt)
- 2.3. Public Relations as a Strategic Function in Business
- 2.4. Stakeholder Theory and Multidirectional Communication
- 2.5. The Role of Public Relations in Building Organizational Legitimacy

3.PR as Communication Management

- 3.1. Designing a Public Relations Plan
- 3.2. Media Management, Press Releases, and Press Conferences
- 3.3. Lobbying, Institutional Relations, and Public Responsibility
- 3.4. Internal Communication as a Driver of Cultural Alignment
- 3.5. Impact Measurement and Evaluation Tools (AVE, KPIs)

4.Public Relations as a Marketing Tool

- 4.1. Synergies Between PR and Marketing: The Integrated Approach
- 4.2. Events, Sponsorships, and Brand Activations
- 4.3. Corporate Storytelling as a Narrative Tool
- 4.4. Brand Ambassadors, KOLs, and Influencers
- 4.5. Online Reputation and Communication Risk Management

5. Digital Public Relations

- 5.1. Digital Ecosystem: Channels, Audiences, Algorithms
- 5.2. Social Media PR: Content, Conversation, and Positioning Strategies
- 5.3. Strategic Community Management and Active Listening
- 5.4. Crisis Management in Digital Environments
- 5.5. Success and Failure Cases in Digital Communication

6. Branding

- 6.1. Definition and Elements of a Brand: Identity, Positioning, Promise
- 6.2. Brand Architecture: Monolithic, Endorsed, Multi-Brand
- 6.3. Brand Equity: Brand Value from the Consumer's Perception
- 6.4. Strategic Brand Management in Global Markets
- 6.5. Trends in Branding: Purpose-Driven Brands, Brand Activism, Emotional Design

7. Branded Content

- 7.1. What Is Branded Content and How Does It Differ from Advertising?
- 7.2. Valuable Content as a Driver of Engagement
- 7.3. Platforms and Formats: Podcasts, Video, Blogs, Series
- 7.4. Distribution and Amplification Strategies
- 7.5. KPIs and Metrics in Content Campaigns

8. Experiential Marketing

- 8.1. Experience as the Core of Modern Marketing
- 8.2. Designing Memorable Experiences: Sensory, Participatory, and Emotional
- 8.3. Experiential Events, Experiential Retail, and Immersive Environments
- 8.4. Technology Integration: Augmented Reality, Artificial Intelligence, Gamification
- 8.5. Measuring Experience: NPS, Emotion, Virality

6. Methodology

Learning outcomes developed	Teaching methodology	Training activities
Knowledge	Master class	Teacher's presentations
	Instructional sessions	Student's presentations

	Tutoring	Meetings for the resolution of doubts
	Learning based on readings	Reading and analysis of documents
Skill	Learning based on projects	Problem solving
	Learning based on audio-visual	Audiovisual analysis
	Case-based learning	Search and processing of information. Problem solving
Competence	Project-based work	Reporting Submissions of reports or papers

7. Evaluation

Evaluation system	Weight
Continuous evaluation: exercises, problems, reporting, papers, case studies	40 %
Mid-term exam	20 %
Final exam	40 %

The regulations include the obligation of 75% attendance.

- Absences are divided into two categories: justified and unexcused. Excused absences are those that can be demonstrated with a proof. All other absences are considered unjustified absences.
- The supporting documents must be delivered within a maximum period of 7 days to the teaching staff and clearly include the student's personal data as well as the date and time in which the student did not attend to a class.

Continuous assessment

The final grade for the subject is calculated based on the weighting of three evaluation blocks, divided into evaluable activities:

A. Midterm exam: 20%

B. Exercises, problems, preparation of reports, assignments, presentations: 40%

1. Four evaluable activities: 5% each
2. A group assignment or report: 10%

3. A group presentation: 10%

C. Final exam: 40%

These three blocks will only be weighted if the final exam grade is equal to or greater than 4.0. If the final exam grade is less than 4.0, the subject cannot be passed.

In the event that the subject is failed and, in turn, the final exam grade is less than 5.0, the student can recover the final exam with an additional test. If the weighted grade for the activities in section B is less than 5, this is also recoverable. With the result obtained, the final grade for the subject will be calculated according to the previous criteria.

Students who do not attend evaluative activities with a weight greater than 50% will receive an overall course grade of "Not presented."

Single Evaluation

The single evaluation consists of a single exam that is equivalent to 100% of the course grade. The exam, and therefore the subject, is passed with a grade of 5 out of 10 in this final test. In case of obtaining a grade lower than 5.0, the student has the right to a make-up exam.

To benefit from the single evaluation, it is necessary to send a written request to the coordination during the first 15 business days of the course.

The regulations establish a mandatory attendance requirement of 75%.

Regular attendance at in-person teaching activities is a fundamental academic requirement for the proper acquisition of the competencies and learning outcomes of the course. In this regard, a minimum attendance of 75% of the total scheduled sessions is mandatory.

Failure to meet this minimum attendance percentage will result in the loss of the right to sit the final exam for the course. Consequently, the student will be graded as a fail, with no possibility of reassessment or second-chance opportunities, in accordance with the University's current academic regulations.

1. Absences are divided into two categories: justified and unjustified. Justified absences are those that can be supported by documentation. All other absences are considered unjustified.

2. Supporting documents must be submitted to the teaching staff within a maximum period of 7 days, and must clearly include the student's personal details, as well as the date and time during which attendance at class was prevented.

8. Bibliography

- Viteri, M. R. G., & Almeida, D. I. V. (2023). Branding corporativo como estrategia de posicionamiento empresarial. *Polo del Conocimiento*, 8(9), 390-403.
- Mahoney, J. (2023). *Strategic communication: Campaign planning*. Taylor & Francis.
- Blakeman, R. (2023). *Integrated marketing communication: creative strategy from idea to implementation*. Rowman & Littlefield.