

Communication strategies

Master's degree in: Marketing Management

Subject: Strategic marketing management

Credits: 6 ECTS

Program: Master in Marketing and Sales Management

Modality: On-campus Full-Time / Hybrid-Learning

Semester: Second

Type: Mandatory

Language of instruction: English

Academic year: 2025/2026

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1. Presentation

In a highly competitive and globalized environment, effective communication is essential to build and maintain a brand's reputation, as well as to build strong relationships with customers, suppliers, and other stakeholders. This subject offers students a deep understanding of how communication impacts consumer perception and the achievement of marketing goals and provides the theoretical and practical tools necessary to effectively understand and apply communication strategies in the current business context.

Corporate communication strategies are the set of actions that an organization takes to transmit its message, identity, and values to its internal and external audiences. The main objectives of business communication are to inform, persuade, retain, and create a positive image of the company. To achieve these ends, it is necessary to design a communication plan that defines the objectives, audiences, channels, messages, and available resources. It is also important to evaluate the results and impact of communication actions to improve them and adapt them to the needs and expectations of recipients.

By studying communication strategies, students gain knowledge about the different approaches and tools available, including advertising, public relations, digital marketing, and integrated marketing communication. This allows them to develop skills to plan, execute, and evaluate effective communication campaigns that align with the organization's strategic objectives. In addition, the subject addresses the importance of CSR in marketing communication, preparing students to understand and apply ethical and sustainable principles in their future professional practices.

2. Program's learning outcomes

The subject-related learning outcomes are distributed as follows:

2.1. Knowledge

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|-------|---|
| RAT 1 | The graduate will be able to see how the results of market research affect product design, marketing, and communication. |
| RAT 2 | The graduate will be able to identify the links between planning, industrial and commercial strategies, and the benefits they bring to the company. |
| RAT 4 | The graduate will be able to justify market research from a managerial perspective inspired by the value of consumer knowledge. |
| RAT 5 | The graduate will be able to describe marketing and sales policies as a guide for the business activity, considering the company's culture, policies, and objectives. |

2.2. Skills

- RAT 6 The graduate 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.
- RAT 7 The graduate will be able to apply digital technologies (at the right time) in his/her field of expertise.
- RAT 8 The graduate will be able to develop traditional and online commercial marketing and communication strategies, in line with the business strategy.
- RAT 9 The graduate will know how to anticipate market evolution through the use of quantitative and predictive tools with a strategic approach focused on opportunity and threat identification.
- RAT 13 The graduate will know how to select concrete communication actions considering the stakeholders' characteristics and their profitability.
- RAT 16 The graduate will be able to restructure the dynamism of the digital ecosystem, market trends, and its relationship with the environment to improve the results of the company.

2.3. Competences

- RAT 17 The graduate will be able to provide innovative, creative, and entrepreneurial solutions in professional situations.
- RAT 18 The graduate will be able to evaluate the sustainability and social impact of the proposals presented, with ethical, environmental, and professional responsibility.
- RAT 19 The graduate will be able to apply the gender perspective in the professional tasks.
- RAT 20 The graduate will know how to design traditional and online commercial and marketing strategies consisting of a thorough analysis of the macro and micro environment elements.
- RAT 21 The graduate will be able to design the organizational structure of the marketing and sales departments according to the criteria of profitability, efficiency, commitment, and continuous improvement.
- RAT 22 The graduate will be able to design the strategy to integrate the company's commercial and marketing activity in its different functional areas.
- RAT 23 The graduate will know how to create strategies for the marketing mix, consistent with the company's policy and objectives and consider competitors' strategies.

- RAT 24 The graduate will be able to formulate sales forecasts, by anticipating trends and discontinuities, to meet the established objectives.
- RAT 25 The graduate will be able to design business plans focused on increasing the value of the company's customers, taking advantage of the company's digital dimension.

3. Subject's learning outcomes

The subject-based learning outcomes for this course are as follows:

- RAM 3 The graduate will be able to propose strategic planning of a marketing plan or integral communication plan in the performance of a company by performing a group project.
- RAM 7 The graduate will be able to correctly identify the new management indicators (social responsibility, brand image, reference employer, and reputation) through the results of the Culture Audits and Improvement Plans of Excellence in the company, using a written description exercise.
- RAM 8 The graduate will be able to generate a competitive portfolio based on the knowledge acquired about marketing and corporate communication, through a group or individual exercise

4. Contents

- **Topic 1:** Theories of communication
 - Theories and models of communication
 - Elements of communication
 - Communication process in the field of marketing
- **Topic 2:** Integrated marketing communication (IMC)
 - Concept
 - Objectives
 - Key elements
 - Strategy planning
 - Implementation of strategies
- **Topic 3:** Advertising and promotion
 - Types of advertising
 - Promotional techniques
 - Planning of advertising campaigns
 - Media

- **Topic 4:** Public relations and reputation management
 - Public relations strategies
 - Crisis management
 - Branding and corporate reputation

- **Topic 5:** Corporate Social Responsibility
 - Importance, principles, and benefits of CSR in the company
 - CSR challenges in the context of marketing
 - Effective communication of CSR in the company

- **Topic 6:** Internal and external communication
 - Importance of internal communication in organizations
 - External communication with customers, suppliers, and other stakeholders

- **Topic 7:** Persuasive communication
 - Persuasive techniques
 - Storytelling
 - Influence on consumer decision-making

- **Topic 8:** Measurement and analysis of communication
 - Evaluation of the effectiveness of communication techniques
 - Measuring tools
 - Analysis of results

5. Methodology

The methodology applied to this subject, framed within the educational model of EAE Business School, LifEd, is detailed in the following table:

ON CAMPUS FULL TIME MODALITY		
Learning Outcomes	Teaching Methodology	Training Activities
Knowledge	Lecture	Conferences
	Presentation sessions	Student presentations
	Audiovisual-based learning	Analysis of audiovisuals

	Tutorials	Meetings to resolve doubts Follow-up meetings
Skills	Project work	Problem-solving Information searching and processing Presentation of reports and/or work
	Case-based learning	Information searching and processing Problem-solving
Competencies	Game-based learning	Challenges
	Inquiry-based learning	Research tasks
	Project work	Report preparation Presentation of reports or work

HYBRID MODALITY		
Learning Outcomes	Teaching Methodology	Training Activities
Knowledge	Presentation sessions	Student presentations
	Tutorials	Meetings to resolve doubts Follow-up meetings
	Audiovisual-based learning	Analysis of audiovisuals
	Reading-based learning	Reviews / Critical analysis
Skills	Project work	Problem-solving Information searching and processing Presentation of reports and/or work
	Collaborative work	Online debates Discussions of practical cases Collective analysis
	Case-based learning	Information searching and processing Problem-solving
Competencies	Game-based learning	Challenges
	Inquiry-based learning	Research tasks
	Project work	Report preparation Presentation of reports or work

6. Grading system

Continuous assessment

Grading system	Weight
Block 1: Exercises, Problems, Report Preparation, Assignments, Presentations	40 %
Block 2: Participation and Oral Presentations	20 %
Block 3: Final Evaluation Test	40 %

Block 1 will consist of:

- Two individual evaluable activities. 10% each.
- Two group projects or reports. 10% each.

Block 2 will consist of:

- Participation and oral presentations – 20%.

Block 3 will consist of:

- An exam - 40%.

The final grade for the course will be obtained by weighting the three blocks. The minimum weighted grade required to pass is 5.0.

If the student fails Block 1 or Block 3 (or both) with a grade lower than 5.0, they may retake that block or blocks. This grade will average with the other blocks, and the maximum final grade the student can receive is 5.0.

If the student is unable to attend the initial evaluation, and can provide a justified reason (see regulations of the University of Lleida), they may take the exam on the date set for recovery.

Students who do not attend evaluative activities with a weight exceeding 50% will receive a general course grade of “Not presented.”

Alternative Evaluation

The single evaluation consists of a single exam that accounts for 100% of the course. The exam, and therefore the course, is passed with a grade of 5 out of 10 in this final test. If a grade lower than 5.0 is obtained, the student has the right to a recovery exam.

To opt for the single evaluation, it is necessary to send a written request to the coordination during the first 15 business days of the course. The procedure to follow to opt for this single evaluation is established in the specific rules of EAE.

Plagiarism is a fraudulent activity that can lead to severe penalties, both academic and legal. Academic honesty is one of the pillars of the educational commitment of the School, and the members of its teaching community are especially aware and prepared to detect such actions. Given the difficulty often involved in conceptualizing plagiarism, it has been deemed appropriate to clearly define its content and scope in these regulations and policies.

Plagiarism is understood as the appropriation of works or other people's work by passing them off as one's own; that is, without explicitly crediting their origin. Plagiarism can consist of the unauthorized total or partial copying of someone else's work, or presenting the copy as an original work, impersonating the true author. Some examples of plagiarism are:

- Submitting someone else's work as if it were your own, regardless of whether the copy is total or partial.
- Paraphrasing a text by rephrasing it with other words, but making small changes in the language to disguise it and without citing sources.
- Buying or obtaining a work and presenting it as one's own.
- Relying on an idea or phrase from another person to write a new paper without citing the author of the work.

As established in Article 10 of the Academic Code of Conduct for Students at EAE Barcelona, without prejudice to the academic sanctions resulting from its application, the Academic Commission will promote the legal actions that correspond in case plagiarism could violate applicable regulations regarding intellectual property.

7. Bibliography

- Thorson, K. Strategic Communication. Oxford University Press, 2018.