

# 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

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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

- Public communication.
- Theory of Public Relations
- PR as communication management
- Public Relations as a Marketing Tool
- Digital Public Relations
- Branding
- Branded Content
- Experiential Marketing

## 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 %

When computing the final grade, the on-going activities (participation, in-class quizzes, seminar cases and group projects, midterm exam) will be weighted only if the final exam grade is equal to or greater than 4.0. Therefore, to obtain a passing course grade, the final exam grade must be equal to or greater than 4.0. If the final exam grade is less than 4.0, the final exam grade becomes the final course grade, irrespective of the other grades. Students must take the final exam if they want to receive a quantitative course evaluation. Students who do not sit the final exam will receive a “No Show” overall course grade.

"The maximum grade that students may obtain on the revaluation tests [...] shall be 5,0. In addition, "the grade of the revaluation tests will, in any case, constitute the final grade of the subject". **Thus, only those students who having completed the partial exam, the final exam and have completed 100% of the activities of continuous assessment of the subject, are suspended (final grade of the subject less than 5) will be entitled to the exam.**"

**Single Evaluation:** The single assessment consists of a single examination equivalent to 100% of the grade of the subject. The exam, and therefore the subject, is passed with a grade of 5 out of 10 in this final test.

To benefit from the single assessment, it is necessary to send the teacher a written request during the first 15 working days of the course.

## 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.