



UNIVERSIDAD PONTIFICIA DE SALAMANCA

## **Integrated Marketing Communications**

Degree in MARKETING & COMMUNICATION – 3rd Year

Assignment Mode: Classroom lessons

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# Integrated Marketing Communications

## General information

**Module:** Marketing.

**Type:** Compulsory.

**Number of credits:** 6 ECTS.

**Term:** 3<sup>rd</sup> Year – 2<sup>nd</sup> Semester.

**Schedule:** From January 27<sup>th</sup>, 2020 until May 14<sup>th</sup>, 2020.

**Time frame:** Monday, from 8:00 to 10:00 hours. Thursday, from 12:00 to 14:00 hours.

**Language:** English.

**Lecturer responsible for the subject:** Sonia Viñuela Hernández.

**E-mail:** svinuelahe@upsa.es

**Tutoring schedule:** Monday, from 10:00 to 12:00 hours. Wednesday, from 12:00 to 14:00 hours.

## Description of the assignment

*Integrated Marketing Communications* is a subject designed to facilitate the knowledge and the practice in the field of the integrated marketing communications and their different tools (advertising, digital communication, promotion, direct marketing, communication in the point of sale, etc.), going more deeply into an effective communication mix design.

## Previous requirements

There are no prerequisites, although it is fundamental to an optimum understanding of the content to have acquired some essential knowledge of the first years of Marketing and Communication Degree, particularly the typical of the ‘Fundamentos de Marketing’.

## Objectives

At the end of the course, students must be able to:

- Know the essential concepts and the basic fundamentals of the integrated marketing communications and their different tools, considering the importance of this field of study.
- Know how to design integrated brand communication plans and how to plan commercial communication campaigns.
- Know how to research and plan strategically the communication of a brand.

## Skills and Competences

|                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
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| <p>Basic and general competences</p> | <p>CB1. That the students have demonstrated that they have and understand knowledge in a field of study that starts from the base of general secondary education, and is usually found at a level that, although supported by advanced textbooks, also includes some aspects that imply knowledge from the vanguard of their field of study.</p> <p>CB2. That the students know how to put into practice their knowledge to their work or vocation in a professional way and have the skills that are usually demonstrated through the elaboration and defence of arguments and problem solving within their field of study.</p> <p>CB3. That the students have the ability to gather and interpret relevant data (usually within their field of study) to make judgments that include a reflection on relevant social, scientific or ethical issues.</p> |
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|                                    | <p>CB4. That the students can transmit information, ideas, problems and solutions to a public both specialized and non-specialized.</p> <p>CB5. That the students have developed the necessary learning skills to undertake later studies with a high degree of autonomy.</p> <p>CG1. That the students are able to think and act according to universal principles, respect fundamental rights, democratic values, as well as the principles of respect for the environment, social responsibility and development cooperation.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <p>Transversal key competences</p> | <p>CT1. Ability to present the work in an original, innovative and creative way, imagining new situations and problems to develop new ideas and solutions using the concepts and theories learned and managing all available information.</p> <p>CT2. Capacity for decision-making: ability to identify, analyze and define the significant elements that make it possible to take decisions with criteria and in an effective way.</p> <p>CT3. Ability to take the risk, developing the capacity from thinking to deciding.</p> <p>CT4. Ability to relate to people and the environment without losing their autonomy, preserving their own identity and values.</p> <p>CT5. Ability to work as a team, developing personal openness through oral and written communication.</p> <p>CT6. Ability to manage time, with capacity for organization and timing of tasks.</p> <p>CT7. Ability to act in freedom and with responsibility, assuming consistent ethical references, values and principles.</p> <p>CT8. Ability for economic and budgetary management in its area of activity.</p> <p>CT9. Ability to develop creativity, innovation and entrepreneurship.</p> <p>CT10. Ability to communicate in English.</p> <p>CT11. Ability to work in national and global contexts.</p> <p>CT12. Achieve the skills of the basic management of information and communication technologies (ICTs).</p> |

|                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
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| Specific competences | <p>CE16. Ability to understand the importance of the integrated marketing communication, to know and to put into practice the theoretical knowledge, the skills and the tools of the communication to establish a total communication strategy of the company or the organization.</p> <p>CE19. Ability to search for general information – both internal and external-, from the necessary data bases, process the data and the information, interpret them and take appropriate conclusions for the decision-making process in marketing.</p> <p>CE28. Have leadership ability in the strategic decision-making process in general, and especially those related to the marketing and communication.</p> <p>CE32. Be able to communicate in English in the fields of marketing and commercial communication.</p> <p>CE35. Ability to plan and execute marketing strategies in digital environments, new media and spaces of interaction between brands and consumers, as well as the performance and effectiveness of these actions.</p> |
|----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

## Contents

In general, the contents of this subject are the following: Integrated marketing communications: concept, tools and possibilities; Concept and tools of the commercial communication; Communication objectives; Communication process; Nature and functions of the advertising; Key figures of the advertising; Advertising process; Creativity; Advertising media; Public Relations; Sales promotion; Direct marketing; Sponsorship and events; Merchandising and communication in the point of sale; Trade shows and fairs; Online marketing; Other commercial communication forms.

### THEORETICAL CONTENTS

#### **MODULE I. Integrated Marketing Communications fundamentals.**

1. Integrated Marketing Communications: Conceptual definition and basic rudiments.
2. Descriptive analysis of the Integrated Marketing Communications planning process.

#### **MODULE II. Marketing communication tools.**

3. Advertising.
4. Public Relations. Sponsorship and events.
5. Sales promotion.
6. Merchandising and communication in the point of sale.

7. Direct marketing. Personal selling.
8. Trade shows and fairs.
9. Online marketing.
10. Other communication forms.

#### ADDITIONAL CONTENT. Trends.

### PRACTICAL CONTENTS

The fields of analysis and reflection that structure the practical part of the subject are the following:

- Reference framework:
  - o *The new marketing contexts: issues for discussion and trends.*
- Implementation and approaches to the matter:
  - o *Fundamentals.*
  - o *Communication strategies.*
  - o *Communication tools.*

These general thematic areas are made up of the next activities:

1. Workshops to develop subjects related to the field of the study. Preparation, presentations of the results and debate.
2. Practical exercises (individuals or in pairs) about the issues of the theoretical programme and centred around practical cases.
3. Compulsory readings related to the subject and case analysis.
4. Final group project: design and planning of an integrated marketing communication project.

## Methodology

| METHODOLOGY                  | HOURS | HOURS OF WORK CLASSROOM | HOURS OF WORK OUT OF CLASS |
|------------------------------|-------|-------------------------|----------------------------|
| Theoretical sessions         | 26    | 60 (40%)                |                            |
| Practical sessions           | 13    |                         |                            |
| Workshops                    | 11    |                         |                            |
| Group or individual tutoring | 6,5   |                         |                            |
| Evaluation sessions          |       |                         |                            |
| <i>Exam</i>                  | 1,5   |                         |                            |
| <i>Class presentations</i>   | 2     |                         |                            |
| Self study hours             | 30    |                         | 90 (60%)                   |
| Homework and research        | 60    |                         |                            |
| <b>TOTAL</b>                 |       | <b>60</b>               | <b>90</b>                  |

**Theoretical sessions**

The teaching is developed through theoretical explanations, complemented with examples and readings related to the different contents of the subject. The main objective of these theoretical sessions is to provide the students with the fundamentals, processes and techniques specific to the subject to then put this knowledge into practice in the case studies and exercises that will be developed in practical sessions.

**Practical sessions**

The practical program of this subject is based on developing exercises and practical cases by the students under the guidance of the professor. To solve these cases and projects, the students will work individually, in pairs or form groups, depending on the description of the activity.

**Workshops**

The theoretical and practical program will be complemented with workshops to analyse different subjects related to the field of the study.

**Tutorials**

The tutorials will be available to solve all the queries about the subject. The professor will monitor the students' knowledge and help them with aspects covered in the subject or linked to the learning process. The students can clear the doubts related to the theoretical contents or practical cases and exercises, as well as questions about the readings.

## Evaluation criteria

### ORDINARY CALL

The evaluation of the subject materializes as follows:

- **CONTENT TEST:** Individual test to evaluate the knowledge that has been acquired of the subject. 30% of the final grade of the subject will be determined by this way.
- **DIRECTED PRACTICAL ACTIVITIES:** They consist of written class work. In addition students will have case analysis and problem solving chores where the acquired knowledge will be put into practice. It consists of:
  - Performance of individual or in pair written works. These activities represent 20% of the final grade of the subject.
  - Preparation of a final group project and presentation. This represents 20% of the final subject grade.
  - Individual exercise about compulsory readings related to the subject and case analysis. This represents 10% of the final grade of the subject.
- **CONTINUOUS EVALUATION:** Includes:
  - Participation in the classroom, follow-up of topics and attendance. This represents 10% of the total grade of the subject.
  - Preparation, presentation of contents and debate in workshops. This represents 10% of the final grade of the subject.

In order to pass the subject in the ordinary call it is essential to pass each evaluation part (theoretic and practical levels).

Other considerations:

- Homework, class work and exercises must be delivered on the specified dates and in the requested form.

### EXTRAORDINARY CALL

If the student has failed one of evaluation parts, he/she must take an exam in the extraordinary call that will include questions about theoretical and practical contents and related to the compulsory readings of the subject.

## Learning resources and tutorial support

### REFERENCES

- Arens, W. (2000). *Publicidad* (7ª edición). México: McGraw-Hill Interamericana Editores.
- Belch, G.E. y Belch, M.A. (2004). *Advertising and promotion: an integrated marketing communications perspective* (6<sup>th</sup>. Edition). Boston: McGraw-Hill.
- Cravens, D.W. y Piercy, N.F. (2007). *Marketing estratégico* (8ª edición). Madrid: McGraw Hill.
- De Aguilera, J. y Baños, M. (2016). *Branded entertainment. Cuando el branded content se convierte en entretenimiento*. Madrid: ESIC Editorial.
- Díez de Castro, E.C., Martín Armario, E. y Sánchez Franco, M.J. (2002). *Comunicaciones de Marketing. Planificación y control*. Madrid: Ediciones Pirámide.
- Estrella Ramón, A. y Segovia López, C. (2016). *Comunicación integrada de marketing*. Madrid. ESIC Editorial
- Jobber, D. y Fahy, J. (2007). *Fundamentos de Marketing* (2ª edición). Madrid: McGraw Hill.
- Kotler, P. y Keller, K.L. (2006). *Dirección de marketing* (12ª edición). México: Pearson.
- Losada Díaz, J.C. (coord.) (2004). *Gestión de la comunicación en las organizaciones. Comunicación interna, corporativa y de marketing*. Barcelona: Ariel.
- Percy, L. y Rosenbaum-Elliott, R. (2016). *Strategic Advertising Management* (Fifth Edition). Glasgow: Oxford University Press.
- Pintado Blanco, T. y Sánchez Herrera, J. (coord.)(2017). *Nuevas tendencias en comunicación estratégica* (4ª edición). Madrid: ESIC Editorial.
- Rodríguez Ardura, I. (coord.) (2007). *Estrategias y técnicas de comunicación: Una visión integrada en el marketing*. Barcelona: Editorial UOC.
- Rodríguez del Bosque, I., Suárez Vázquez, A. y García de los Salmones, M.M. (2008). *Dirección Publicitaria*. Barcelona: Editorial UOC.
- Royo Vela, M. (2002). *Comunicación Publicitaria. Un enfoque integrado y de dirección*, Madrid: Minerva Ediciones.
- Santesmases Mestre, M. (2012). *Marketing: conceptos y estrategias* (6ª edición). Madrid: Pirámide.
- Schultz, D.E., Tannenbaum, S.L. y Lauterborn, R.F. (1997). *Comunicaciones de marketing integradas*. Madrid: Granica.
- Tellis, G.J. y Redondo, I. (2002). *Estrategias de Publicidad y Promoción*. Madrid: Addison Wesley. Pearson Educación.

Victoria Más, J.S. (coord.) (2005): *Reestructuras del sistema publicitario*. Barcelona: Ariel.  
Wells, W., Moriarty, S. y Burnett, J. (2007). *Publicidad. Principios y Práctica* (7ª edición). México: Pearson Educación.

In addition to these references, will be mentioned other titles related to the lessons of the subject.

### ACADEMIC AND PROFESSIONAL JOURNALS AND WEB-PAGES

The student should consult the main academic and professional journals in the field of marketing and communication, as well as different web-pages related to this area. In addition, the professor will quote interesting information resources linked to the lessons of the subject.

### TUTORIALS

It is planned a tutoring schedule of 4 hours per week so that the students can receive the support for preparing the theoretical contents or performing the works of the subject.

### MOODLE

Students will be given access to the basic documents of the subject through Moodle.

## Professor Résumé

Sonia Viñuela Hernández is PhD from the UPSA. She is currently assistant professor in its Faculty of Communication, where she has taught different subjects. She has participated in several research projects about the advertising and public relations industry and the management of the communication and the brands. Her professional experience has been closely related to the communication field in areas such as the relations with the media.