



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.

Credits number: 6 ECTS.

Temporary Unit: 3rd Year – 2nd Semester.

Schedule: From January 15th, 2021 until June 3rd, 2021.

Timetable: Monday, from 10:20 to 12:00 hours. Thursday, from 12:40 to 14:20 hours.

Language: English.

Lecturer responsible for the subject: Sonia Viñuela Hernández.

E-mail: svinuelahe@upsa.es

Tutoring schedule: Tuesday, from 8:00 to 10:00 hours¹.

¹ Tutor attention will be online.

This tutoring schedule could be subject to changes according to future situations. These will be communicated in a proper way.

Subject description

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.

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.

Competences

<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>
Transversal key competences	<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, analyse 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>

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>
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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 study. Preparation of contents and debate.
2. Practical periodic (individual or collective) exercises about the issues of the programme and centred around problems and practical cases.
3. Monitoring on varied field of reflection and analysis and/or current news: diverse readings related to the subject and case study.
4. Final group project.

Methodology

METHODOLOGY	HOURS	HOURS OF WORK CLASSROOM	HOURS OF WORK OUT OF CLASS
Theoretical sessions	26	60 (40%)	
Practical sessions	14		
Workshops	9		
Group or individual tutoring	7,5		
Evaluation sessions			
<i>Content exam</i>	1,5		
<i>Final synthesis reflection</i>	2		
Self study hours	30		90 (60%)
Homework and research	60		
TOTAL	150	60	90

The methodology of *Integrated Marketing Communications* is based on the complementarity of different formative activities (hours of work classroom and hours of work out of class):

- 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 or in 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 study.
- Group or individual tutoring: 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 sessions: these sessions will result in an ending content exam and a final summary reflection.
- Hours of work out of class: these activities are the self study and the elaboration of works on the part of students, including the reading of books, articles and other recommended learning resources.

Evaluation criteria

ORDINARY CALL

The evaluation of the subject materializes as follows:

- **CONTENT EXAM (PRUEBA DE CONTENIDO):** Individual written exam 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 (ACTIVIDADES PRÁCTICAS DIRIGIDAS):** They consist of written work. In addition, students will have case analysis and problem-solving chores where the acquired knowledge will be put into practice. It consists of:
 - Periodic individual or collective written works. These activities represent 20% of the final grade of the subject.
 - Final group project. This represents 20% of the final subject grade.

- Individual work about the monitoring readings related to the subject and case study: monitoring on varied field of reflection and analysis and/or current news. This represents 10% of the final grade of the subject.
- **CONTINUOUS EVALUATION (EVALUACIÓN CONTINUA):**
 - Participation in the classroom, follow-up of topics and attendance. It includes the preparation of contents and the debate in different activities. This represents 10% of the total grade of the subject.
 - An individual final summary reflection. This represents 10% of the final grade of the subject.

In general, with regard to all the evaluation tests and activities, the student must comply with the instructions linked to them, observing particularly the way and the specific periods of each one².

EXTRAORDINARY CALL

In the extraordinary call, the student must take an exam that will include questions about all the contents (theoretical and practical) 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* (6th. 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.
- Percy, L. (2018). *Strategic integrated marketing communications* (3rd Edition). New York: Routledge.

² As regards some directed practical activities and continuous evaluation activities, the lecturer will propose the realization of particular tasks from the tools that the virtual platform offers, that will serve for a complete development of the work (for example, the elaboration of a previous database). Likewise, the professor will suggest other complementary activities (for example, enquiries and surveys), that serve to encourage the student participation in the subject. These activities of a complementary nature will not be evaluated but they will allow confirming the student monitoring of the matter.

- 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 per week so that the students can receive the support for preparing the theoretical contents or performing the practical works of the subject.

Moreover, it is considered diverse revisions of the final group work. The objective is to guide the students through the development of this project and confirm the advances.

VIRTUAL PLATFORM

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

Lecturer Curriculum vitae

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.

ADENDA ONLINE ACADEMIC GUIDE

Vigente durante el curso 2020-21 en caso de confinamiento generado por la crisis del COVID-19

Integrated Marketing Communications

* Nota: La información que se presenta a continuación aparece en español para respetar la literalidad de las denominaciones genéricas (por ejemplo, de las actividades). Junto a ello se ofrece también el texto en inglés.

Metodología en el entorno *online*

Methodology on the *online* context

METODOLOGÍA (METHODOLOGY) (ACTIVIDADES FORMATIVAS) (FORMATIVE ACTIVITIES)		TOTAL HORAS (TOTAL HOURS)	HORAS ACTIVIDADES SÍNCRONAS DEL ALUMNO (SIMULTANEOUS ACTIVITIES HOURS)	HORAS ACTIVIDADES ASÍNCRONAS DEL ALUMNO (NON SIMULTANEOUS ACTIVITIES HOURS)
CLASES SÍNCRONAS (SIMULTANEOUS CLASSES)	Clases teóricas síncronas (Theoretical simultaneous classes)	26	60 (40%)	
	Clases prácticas síncronas (Practical simultaneous classes)	23		
PRUEBAS DE EVALUACIÓN SÍNCRONAS (SIMULTANEOUS EVALUATION TESTS)	Prueba escrita síncrona (Simultaneous written test)	1,5		
TUTORÍAS (TUTORIALS)	Tutorías en grupo o individuales (Group or individual tutoring)	9,5		
PRUEBAS DE EVALUACIÓN ASÍNCRONAS (NON SIMULTANEOUS EVALUATION TESTS)	Prueba escrita asíncrona (Non simultaneous written test)	2	90 (60%)	
RETOS ACADÉMICOS (ACADEMIC CHALLENGES)	Enunciado, entrega y retroalimentación de tareas (Statement, submission and feedback of tasks)	42		
	Creación, almacenamiento y búsqueda de información (Creation, storage and search for information)	8		
	Discusiones, debates o diálogos (Discussions, debates and dialogues)	8		
ESTUDIO AUTÓNOMO (AUTONOMOUS STUDY)	Estudio sobre los contenidos teóricos y/o prácticos (Self-study hours about the theoretical and/or practical contents)	30		
TOTAL		150	60	90

La metodología propia de la asignatura *Integrated Marketing Communications* en el *entorno online* se basa en la complementariedad de diferentes actividades formativas.

The methodology of *Integrated Marketing Communications* on the online context is based on the complementarity of different formative activities³.

- CLASES SÍNCRONAS: se realizarán en las franjas horarias establecidas para tal fin a través de una sesión en la plataforma virtual de la UPSA.
 - Clases teóricas síncronas: en ellas el profesor realizará la exposición de los contenidos fundamentales de la asignatura, que serán ampliados con ejemplos, debates y recomendación de lecturas. Los temas explicados irán acompañados de referencias bibliográficas y recursos para la ayuda al estudio.
 - Clases prácticas síncronas: se realizarán seminarios para profundizar en temáticas relacionadas con el campo de estudio y se plantearán actividades de carácter individual o colectivo orientadas al estudio de casos, al aprendizaje basado en problemas y a la resolución de ejercicios. Asimismo, se fomentará el aprendizaje orientado a proyectos mediante la propuesta a los estudiantes de un trabajo final grupal basado en la planificación y desarrollo de diferentes tareas en fases sucesivas.
 - SIMULTANEOUS CLASSES: these classes will be done in the fixed time zones through a session in the virtual platform.
 - Theoretical simultaneous classes: the teaching is developed through theoretical explanations of the fundamental contents of the subject, complemented with examples, debates and recommendation of readings. The issues will be accompanied by references and learning resources.
 - Practical simultaneous classes: it will be done workshops to analyse different subjects related to the field of study and there will be set out individual or collective activities directed towards case studies, the learning based on problems and the exercises solving. Likewise, it will be possible to promote the learning oriented at projects through a final group work based on the planning and development of different tasks in successive stages.
- PRUEBA DE EVALUACIÓN SÍNCRONA:
 - Prueba escrita síncrona: consistirá en una prueba de contenido al final del periodo formativo que se realizará dentro de la plataforma virtual en la fecha y horario fijado para los exámenes.
 - SIMULTANEOUS EVALUATION TEST:
 - Simultaneous written test: content exam at the end of the formative period that will be done through the virtual platform at the date and the timetable of the exams.
- TUTORÍAS:
 - Como en el caso de la enseñanza presencial, en las tutorías individuales y grupales el profesor orientará a los alumnos sobre los contenidos y temas abordados en la

³ The professor will suggest other complementary activities (for example, enquiries and surveys), that serve to encourage the student participation in the subject. These activities of a complementary nature will not be evaluated but they will allow confirming the student monitoring of the matter.

asignatura, para contribuir así a la resolución de todas las dudas relativas tanto a los aspectos teóricos como prácticos.

- TUTORIALS:
 - Group or individual tutoring: 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.

- PRUEBA DE EVALUACIÓN ASÍNCRONA:
 - Prueba escrita asíncrona: se trata de una prueba de evaluación basada en una reflexión final de síntesis, realizada por el alumno fuera del horario de las clases dentro de la plataforma virtual.

- NON SIMULTANEOUS EVALUATION TEST:
 - Non simultaneous written test: evaluation test based on a final summary reflection. The student must do this exercise apart from the classroom timetable through the virtual platform.

- RETOS ACADÉMICOS: consistirán en diferentes actividades formativas asíncronas que serán evaluadas.
 - Enunciado, entrega y retroalimentación de tareas: ejercicios y trabajos orientados a evaluar el aprendizaje a partir de la propuesta de diferentes tareas.
 - Creación, almacenamiento y búsqueda de información: se concretará en actividades evaluables basadas en la recopilación, selección, organización y definición de información.
 - Discusiones, debates o diálogos: actividades destinadas a evaluar la participación.

- ACADEMIC CHALLENGES:
 - Statement, submission and feedback of tasks: exercises and works to evaluate the learning from different tasks.
 - Creation, storage and search for information: evaluation activities based on the compilation, selection, organization and definition of information.
 - Discussions, debates and dialogues: these activities are directed to evaluate the student participation.

- ESTUDIO AUTÓNOMO:
 - Dentro de las actividades asíncronas se incluye el estudio autónomo por parte del alumno de los contenidos teóricos y prácticos.

- AUTONOMOUS STUDY:
 - Self-study hours about the theoretical and/or practical contents.

Criterios de evaluación en el entorno *online*

Evaluation criteria on the *online* context

EVALUACIÓN (EVALUATION)		PUNTOS (sobre 10)
PRUEBAS DE EVALUACIÓN SÍNCRONAS (SIMULTANEOUS EVALUATION TESTS)	Prueba escrita síncrona (Simultaneous written test)	3
PRUEBAS DE EVALUACIÓN ASÍNCRONAS (NON SIMULTANEOUS EVALUATION TESTS)	Prueba escrita asíncrona (Non simultaneous written test)	1
RETOS ACADÉMICOS (ACADEMIC CHALLENGES)	Enunciado, entrega y retroalimentación de tareas (Statement, submission and feedback of tasks) <ul style="list-style-type: none"> Alguna de estas actividades se combinará con otras relativas a la Creación, almacenamiento y búsqueda de información (Some of these activities will be combined with others relating to Creation, storage and search for information) 	5
	Discusiones, debates o diálogos (Discussion, debates and dialogues)	1
TOTAL		10

• PRUEBAS Y RETOS ACADÉMICOS DE EVALUACIÓN *ONLINE*

(*ONLINE* EVALUATION TESTS AND ACADEMIC CHALLENGES)

Todos los procesos de evaluación se llevarán a cabo dentro de la plataforma virtual.

All the evaluation processes will be developed on the virtual platform.

ORDINARY CALL

La evaluación de la asignatura se materializa del modo siguiente:

The evaluation of the subject materializes as follows:

- **PRUEBA DE CONTENIDO: prueba escrita síncrona.** Examen para la evaluación de la adquisición de los conocimientos teóricos desarrollados. Permite al alumno obtener el 30% de la nota final (3 puntos sobre 10).

Consistirá en una prueba individual escrita que se efectuará en la plataforma de forma síncrona dentro del horario determinado para tal fin y en la fecha establecida para la convocatoria ordinaria.

- **CONTENT EXAM. Simultaneous written test (Prueba escrita síncrona).** Individual written exam to evaluate the knowledge that has been acquired of the subject. 30% (3 points/10) of the final grade of the subject will be determined by this way.

This test will be done on the virtual platform in a simultaneous way at the date and the timetable of the ordinary call.

- **ACTIVIDADES PRÁCTICAS DIRIGIDAS. Retos académicos de enunciado, entrega y retroalimentación de tareas.** Se trata de la realización de trabajos escritos, donde se aplicarán los conocimientos adquiridos. Alguna de estas actividades se combinará con otras relativas a la Creación, almacenamiento y búsqueda de información. Representa el 50% de la calificación final (5 puntos sobre 10). Incluyen:
 - Realización periódica de trabajos escritos individuales o colectivos. Supone un 20% del total de la nota de la asignatura (2 puntos sobre 10).
 - Elaboración de un proyecto final grupal. Representa un 20% de la calificación total (2 puntos sobre 10).
 - Realización de un trabajo individual en torno al seguimiento de temas de reflexión y análisis y/o actualidad de los diferentes contextos abordados en la asignatura, a partir de diversas lecturas relacionadas con la materia y con estudio de casos⁴. Supone el 10% de la nota final (1 punto sobre 10).

- **DIRECTED PRACTICAL ACTIVITIES. Academic challenges related to statement, submission and feedback of tasks (ACTIVIDADES PRÁCTICAS DIRIGIDAS. Retos académicos de enunciado, entrega y retroalimentación de tareas).** They consist of written work. Students will have case analysis and problem-solving chores where the acquired knowledge will be put into practice. Some of these activities will be combined with others relating to creation, storage and search for information. It consists of:
 - Periodic individual or collective written works. These activities represent 20% (2 points/10) of the final grade of the subject.
 - Final group project. This represents 20% (2 points/10) of the final subject grade.
 - Individual work about the monitoring readings related to the subject and case study: monitoring on varied field of reflection and analysis and/or current news. This represents 10% (1 point/10) of the final grade of the subject.

- **EVALUACIÓN CONTINUA.** Seguimiento del trabajo e intervenciones del alumno en el aula. Incluye la preparación de contenidos, el debate de conocimientos en sesiones prácticas y el desarrollo de una reflexión final de síntesis. Comprende:
 - **Reto académico relativo a discusiones, debates o diálogos.** Seguimiento del trabajo e intervenciones del alumno en el aula. Incluye la preparación de contenidos y el debate de conocimientos. Representa el 10% de la nota total (1 punto sobre 10).
 - **Prueba escrita asíncrona.** Reflexión final de síntesis. Contribuye al 10% de la calificación final (1 punto sobre 10).

- **CONTINUOUS EVALUATION (Evaluación continua).** Includes:
 - **Academic challenges related to discussion, debates and dialogues.** Participation in the classroom, follow-up of topics and attendance. It includes the preparation of contents and the debate in different activities. This represents 10% of the total grade of the subject. This represents 10% (1 point/10) of the final grade of the subject.

⁴ Este trabajo estará vinculado a un reto académico previo de creación, almacenamiento y búsqueda de información, cuyo resultado final será la entrega de la tarea completa.

This work will be linked with a previous academic challenge related to creation, storage and search for information.

- **Non simultaneous written test.** An individual final summary reflection. This represents 10% (1 point/10) of the total grade of the subject.

En general, con relación a todas las pruebas y actividades de evaluación, el alumno deberá ajustarse a las indicaciones que se realicen para cada una de ellas, respetando particularmente la forma y los plazos determinados al efecto.

In general, with regard to all the evaluation tests and activities, the student must comply with the instructions linked to them, observing particularly the way and the specific periods of each one.

EXTRAORDINARY CALL

En convocatoria extraordinaria el alumno deberá realizar un único examen en el que se le evaluará de todos los contenidos propios de la asignatura, tanto a nivel teórico como práctico.

Consistirá en una prueba individual escrita que se efectuará en la plataforma de forma síncrona dentro del horario determinado para tal fin y en la fecha establecida para la convocatoria extraordinaria.

In the extraordinary call, the student must take an exam (individual written test) that will include questions about all the contents (theoretical and practical) of the subject.

This test will be done on the virtual platform in a simultaneous way at the date and the timetable of the extraordinary call.

Recursos de aprendizaje y apoyo tutorial *online*

Online learning resources and tutorial support

En las clases impartidas en la enseñanza *online* el profesor irá referenciando títulos o materiales que sustentarán o complementarán las distintas temáticas abordadas. En todo caso, con carácter general es preciso considerar una serie de recursos de interés.

At the online classes the lecturer will quote titles and materials that maintain and complement the different subjects. In any case, in general it is necessary to consider different interesting resources.

- **BIBLIOGRAFÍA:** cabe citar las mismas obras referenciadas para el caso de la enseñanza presencial.
 - **BIBLIOGRAPHY:** it is possible to quote the same works as the 'classroom lessons' teaching.
- **PUBLICACIONES Y PÁGINAS ACADÉMICAS Y PROFESIONALES:** se recuerda que es indispensable que el alumno maneje las principales publicaciones académicas y profesionales del ámbito del marketing y de la comunicación, así como diferentes páginas web relacionadas con el campo de estudio.
 - **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.

- **TUTORÍAS:** en la enseñanza *online* se contempla un horario de atención tutorial semanal para que el alumno reciba el apoyo que pudiera precisar en la preparación de los contenidos teóricos o en la realización de las tareas prácticas propias de la asignatura.

Además, a lo largo del semestre se plantean varias revisiones del trabajo final grupal propuesto a los alumnos. El objetivo es orientarles en el desarrollo de este proyecto y comprobar los avances conseguidos.

- **TUTORIALS:** it is planned a tutoring schedule per week so that the students can receive the support for preparing the theoretical contents or performing the practical works of the subject.

Moreover, it is considered diverse revisions of the final group work. The objective is to guide the students through the development of this project and confirm the advances.

- **PLATAFORMA VIRTUAL:** en ella el alumno encontrará toda la información y actividades relativas a la asignatura, así como el acceso a las sesiones virtuales correspondientes a las clases síncronas.
 - **VIRTUAL PLATFORM:** students will be given access to the basic documents of the subject through the virtual platform.