

**TECHNICAL SHEET OF THE SUBJECT**

Data of the subject	
Subject name	Communication
Subject code	E000013653
Main program	Bachelor's Degree in Business Administration and Management
Involved programs	Grado en Administración y Dirección de Empresas (E-2) [Fourth year] Grado en Administración y Dirección de Empresas (E-2) - en inglés [Fourth year]
Level	Reglada Grado Europeo
Quarter	Semestral
Credits	6,0 ECTS
Type	Optativa (Grado)
Department	Departamento de Marketing
Coordinator	Carmen Valor Martínez
Schedule	4 horas semana
Office hours	Ver horario de tutorías en moodle
Course overview	Estrategias de mensaje y los medios de comunicación comercial, estructurados en los tres grandes medios disponibles: comprados (online y offline), propios (web, SEO/SEM, analítica web y marketing directo) y ganados (social media marketing).

Teacher Information	
Teacher	
Name	María del Carmen Valor Martínez
Department	Departamento de Marketing
Office	Alberto Aguilera 23 [OD-402]
EMail	cvalor@icade.comillas.edu
Phone	2291
Teacher	
Name	Ana Isabel Jiménez Zarco
Department	Departamento de Marketing
EMail	ajimenez@icade.comillas.edu

SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject
Contribution to the professional profile of the degree
Within the Marketing itinerary, and after having learned the fundamentals marketing and market research, this subject digs into one of the four areas of business planning:



COMILLAS

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

Syllabus 2026 - 2027

Communications. This discipline allows the student to acquire the theoretical and practical knowledge needed to:

- Develop product and/or brand communications strategies
- Choose the proper media channels to evolve the communications plan
- Select the proper messages, complying with the legal framework in Spain
- Define the target audience for each communication strategy and measure the success of each strategy by selecting the proper objectives and KPIs

The student must be able to acquire a basic knowledge of the Advertising terminology, usage of Marketing tools and application of the legal principles to which a Comms. Plan can be subjected to.

The student must be able to develop, as part of a team, an effective communication plan for a given company. The team should distribute the work in an equitable manner, establish the

agency roles that may be necessary and present the communication plan in class as a group

Prerequisites

Having completed Introduction to Marketing and Market Research

Competencies - Objectives

Competences

GENERALES

CG1	Adquirir una base de conocimientos sólida y relevante sobre la disciplina científica y empresarial	
	RA1	Identifica, define y explora las problemáticas concretas del área de estudio de manera lógica y coherente dentro de un marco analítico adecuado.
CG2	Capacidad de gestionar información y datos provenientes de fuentes diversas para hacer un análisis crítico y un correcto diagnóstico de la realidad empresarial.	
	RA1	A partir de la información y datos obtenidos de fuentes diversas, identifica problemas empresariales determinando, el origen/las causas de los mismos
	RA2	Es capaz de realizar dicho proceso de diagnóstico dando y recibiendo feed-back de forma asertiva, que ayude a incrementar la integración y la confianza en los equipos de trabajo.
CG3	Capacidad para la resolución de problemas y toma de decisiones empresariales seleccionando y aplicando adecuadamente las técnicas pertinentes de análisis de datos	



	RA1	Identifica, captura y analiza de forma eficiente datos de fuentes primarias y secundarias que sean necesarios para el análisis del entorno competitivo de la empresa
	RA2	Aplica los conceptos matemáticos y técnicas cuantitativas y cualitativas de análisis de datos necesarios para la resolución de problemas empresariales y apoyar el diagnóstico y toma de decisiones en la empresa.
CG5	Desarrollar habilidades interpersonales que refuercen el aprendizaje de un trabajo autónomo, bien organizado y planificado y que esté orientado a la acción y a la calidad.	
	RA1	Desarrolla habilidades académicas, interpersonales e instrumentales necesarias para la investigación independiente, relacionando los conocimientos adquiridos con las distintas aplicaciones profesionales o prácticas reales.
ESPECÍFICAS DE OPTATIVIDAD		
CEOPT2(GM)	Conocimiento de la aplicación de las distintas herramientas de comunicación empresarial y capacidad para elaborar un plan integral de comunicación, destacando la valoración de estrategias y tácticas de creación de mensajes y selección de medios.	
	RA1	Ser capaz de realizar un plan integral de comunicación integrando las distintas herramientas de comunicación empresarial y con un mensaje adecuado y relevante.

THEMATIC BLOCKS AND CONTENTS

Contents - Thematic Blocks

Module 1 - IMC Introduction IMC Definition. From the 4Ps to the 7Ps on Marketing. Brand Image vs Corporate's Identity and Personality

Module 2 - Communication Plan design:

Part I Definition of the Customer Journey and the Personas which covers the target audience of a Comms. Plan. SWOT Analysis definition and understanding of the Moments that Matter or Truth Moments within the Comms. Plan

Module 3 - Communication Plan design:

Part II Persuasion in advertising: advertising objectives and appeals. Introduction to the advertisement processes: brief and debrief, type of advertising/media agencies and agencies remuneration types

Module 4 - Advertising regulation framework in Spain Legal framework to which advertising communications are subjected to. Art. 2 LGP and European framework. Introduction to the new GDPR and ePrivacy

Module 5 - The Media: Introduction Introduction to the different media channels. Differentiation between paid, owned, earned and shared channels

Module 6 - Offline media planning TV, Radio, OOH and Print media channels. Street Marketing and Guerrilla marketing

Module 7 - Digital Advertising Display Ads Display banner ads. Analysis of the different banner ads formats and placements. Measurement



COMILLAS

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

Syllabus 2026 - 2027

of the media investment through AdServer floodlight tags

Module 8 - SEO & PPC Strategies SEO & PPC Strategies: Google's algorithm and identification of the different PPC and SEO main results on the SERPS

Module 9 - CRM & Email Marketing CRM definition and usage to encourage loyalty. Email marketing tools and main KPIs. Introduction to social CRM platforms

Module 10 - Social Media Marketing Introduction to the use of Social Media channels as traffic sources to the client's website.cards

Module 11 - Digital Analytics: Part I Introduction to the digital measurement system. KPIs definition and digital basic metrics to optimize media investment. Introduction to tags and measurement scripts

Module 12 - Digital Analytics: Part II Google Analytics Individual Qualification (optional)

TEACHING METHODOLOGY

General methodological aspects of the subject

A combination of lectures and workshops (case studies) will be used.

Use of Artificial Intelligence (AI) – Level 3: Partial Assistance with Human Control In this topic the use of AI across the curriculum aligns with Level 3: Partial Assistance with Human Control according to the AI Assessment Scale by Perkins, Furze, Roe & MacVaugh (2024). The AI generates part of the content: Students may use AI tools to produce drafts, outlines, preliminary analyses, summaries, or examples. The student then reviews, adapts, improves, and integrates the AI-generated content with their own insights and research. The final result must be coherent and reflect each student's own understanding and judgement. The interaction is mainly one-directional: AI produces, the human curates and modifies. AI-generated content must not exceed the student's own contribution.

Where authors use generative artificial intelligence (AI) and AI-assisted technologies in the writing process, authors should only use these technologies to improve readability and language. Applying the technology should be done with human oversight and control, and authors should carefully review and edit the result, as AI can generate authoritative-sounding output that can be incorrect, incomplete or biased. Authorship implies responsibilities and tasks that can only be attributed to and performed by humans. Students should disclose in their reports the use of AI and AI-assisted technologies in the writing process by including a statement such as "During the preparation of this work the author(s) used [NAME TOOL / SERVICE] to [REASON]. After using this tool/service, the author(s) reviewed and edited the content as needed and take(s) full responsibility for the content of the publication". If students did not use AI, then the statement should read "AI was not used in this work".

In-class Methodology: Activities

Lectures

CG1, CG5, CEOPT2(GM)

Case studies and problem resolution

CG1, CG2, CG3, CG5,
CEOPT2(GM)

Non-Presential Methodology: Activities

Study and exam preparation

CG1, CG5, CEOPT2(GM)



COMILLAS

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

Syllabus
2026 - 2027

Project work and case study resolution

CG1, CG2, CG3, CG5,
CEOPT2(GM)

SUMMARY STUDENT WORKING HOURS

CLASSROOM HOURS	
Lecciones de carácter expositivo	Ejercicios y resolución de casos y de problemas
30.00	30.00
NON-PRESENTIAL HOURS	
Estudio individual y/o en grupo y lectura organizada	Ejercicios y resolución de casos y de problemas
50.00	40.00
ECTS CREDITS: 6,0 (150,00 hours)	

EVALUATION AND CRITERIA

The use of AI to produce full assignments or substantial parts thereof, without proper citation of the source or tool used, or without explicit permission in the assignment instructions, will be considered plagiarism and therefore subject to the University's General Regulations.

Evaluation activities	Evaluation criteria	Weight
Exam	See guide to exam	50
Individual workshops	See Guide to assessment	10
Group Project	See Guide to assessment	35
Student engagement and quality participation in online/offline activities	See guide to assessment	5

Ratings

Rubrics for grading will be included for each assignment.

Failure to attend one-third of the classes will result in the loss of the regular examination sitting (Article 93.c of the General Regulations).

Fraud or copying in any component of the assessment will be penalized in accordance with the provisions of the General Regulations (Article 168). This includes the improper use of ChatGPT or other generative artificial intelligence (GAI): "actions intended to falsify or defraud academic performance assessment systems." The consequences may range from "temporary expulsion for up to three months or a ban on taking examinations in the next examination sitting following the imposition of the sanction, in one or more of the subjects in which the student is enrolled, [...] in addition to receiving a failing grade (0) in the relevant subject, [...] [and] a ban on taking the examination for that subject in the following examination sitting." In this regard, any uses not permitted under the course rules will be



considered improper (and therefore prohibited). In case of doubt, professors may require additional assessment activities to evaluate whether the required competencies have been acquired.

For ICADE OUT students, 100% of their grade will be based on the final examination. Students who do not pass the course in the resit examination will retain their practical-work grade and will retake the full examination. If they have not passed the practical work, they will be required to complete a special practical-work plan. Students taking the course in their third or subsequent examination sitting must complete a special practical-work plan (50%) and take the examination (50%).

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

Camilleri, M. A., & Camilleri, M. A. (2018). *Integrated marketing communications* (pp. 85-103). Springer International Publishing.

Kitchen, P. J., & Burgmann, I. (2010). Integrated marketing communication. *Wiley international encyclopedia of marketing*.

Complementary Bibliography

Manser Payne, E., Peltier, J. W., & Barger, V. A. (2017). Omni-channel marketing, integrated marketing communications and consumer engagement: A research agenda. *Journal of Research in Interactive Marketing*, 11(2), 185-197.