



TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	Comunicación
Subject code	E000013653
Main program	Bachelor's Degree in Business Administration and Management (E-2)
Involved programs	Grado en Administración y Dirección de Empresas (E-2) [Fourth year] Grado en Administración y Dirección de Empresas (E-2) - Bilingüe 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	Ana Isabel Jiménez Zarco
Department	Departamento de Marketing
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SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject
Contribution to the professional profile of the degree
<p>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:</p> <p>Communications. This discipline allows the student to acquire the theoretical and practical knowledge needed to:</p> <ul style="list-style-type: none">- 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



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.	
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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

- Lesson 1. IMC Introduction
- Lesson 2. Communication Plan design: Part I
- Lesson 3. Communication Plan design: Part II
- Lesson 4. Advertising regulation framework in Spain
- Lesson 5. Paid media
- Lesson 6. Owned media part I
- Lesson 7. Owned media part II
- Lesson 8. Earned media
- Lesson 9. Other media
- Lesson 10. Promotion and PR

TEACHING METHODOLOGY

General methodological aspects of the subject

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)
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

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	10 %

Ratings

For ICADE-OUT students their assessment will be based on the final exam. Non-attendance to at least 75% of lessons may imply losing the first exam call (ordinaria).

Students that do not pass the course in the first call, they will have to resubmit the failed assessment. If they have failed the exam, they will have to resit it; if they have failed the course projects, they will have to do a special project.

For the third and subsequent calls, students will have to do an exam (50%) and a project (50%).

The improper use of ChatGPT or other generative artificial intelligence (GAI) will be considered a serious offense as stated in the General Regulations of the University, art. 168.2.e as: "carrying out actions aimed at falsifying or defrauding the evaluation systems of academic performance". The consequences of this will be "temporary expulsion for up to three months or the prohibition to take an exam in the following call to the imposition of the sanction, in one or more subjects in which the student is enrolled, [...] apart from the grade of failure (0) in the respective subject, [...] [and] the prohibition to take an exam in that subject in the following call". In this regard, the use of ChatGPT or other IAG in the framework of the final project and exercises of the subject will be considered improper (and therefore prohibited), insofar as its use would seriously compromise the ability of these evaluation systems to assess the student's acquisition of the competences of the subject. In the cases where the use of AIG is allowed, the purpose and uses should be made clearly explicit and the prompts used should be provided in an appendix

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

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



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Syllabus
2024 - 2025

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.