

<b>1.- SUBJECT</b>	
1.1.- TOPIC (AREA OF KNOWLEDGE)	<b>Business Communication</b>
1.2.- NAME	<b>International promotion &amp; communication</b>
<b>2.- LECTURER</b>	Teresa Lanz Zabalza
<b>3.- GENERAL DETAILS</b>	
3.1.- TYPE	Optional
3.2.- ECTS CREDITS	4,5
3.3.- YEAR	Fourth
3.4.- SEMESTER	First
3.5.- LANGUAGE	English
<b>4.- GENERAL COMPETENCIES</b>	<b>CG2</b> Plan and organise projects, setting objectives and priorities, establishing activities, schedules and resources and supervising the implementation
	<b>CG10</b> Develop interpersonal skills to allow social interaction which respects diversity and multiculturalism
<b>5.-SPECIFIC COMPETENCIES</b>	<b>CE3</b> Use information and communication technology applied to management
	<b>CE16</b> Take decisions on promotion and communication related to marketing-mix management
	<b>CE19</b> Understand the different forms of business communication, especially advertising and public relations, and set up or contract a communications campaign
<b>6.- CONTENTS</b>	<p>1.- INTERNATIONAL PROMOTION AND COMMUNICATION</p> <p>1.1.- Introduction to International Promotion and Communication</p> <p>1.1.1.- Main Elements of the Promotion and Communication Mix</p> <p>1.1.2.- Factors Influencing the Promotion and Communication Mix</p> <p>1.1.3.- Promotion and Communication Mix: global, international, regional, national, local</p> <p>1.1.4.- Promotion and Communication Decision-Making Process</p> <p>1.1.5.- Integrated Marketing Communications, IMC</p> <p>1.2.- Branding</p> <p>1.3.- Customer Relationship Management, CRM</p> <p>1.4.- Buyer Behaviour</p> <p>1.5.- The Marketing Promotion and Communications Plan</p> <p>2. PROMOTION AND COMMUNICATION TOOLS (OFFLINE AND ONLINE)</p> <p>2.1.- Selling social selling, marketing automation and martech</p> <p>2.2.- Advertising</p> <p>2.3.- Publicity and Public Relations</p> <p>2.4.- Sponsorship</p> <p>2.5.- Content marketing and other sales promotion</p> <p>2.6.- Direct mail, email, messaging and chatbots</p> <p>2.7.- Exhibitions, events and experiential marketing</p> <p>2.8.- Merchandising and point of sale</p> <p>2.9.- Owned media – websites and social media</p> <p>3. AGENTS INVOLVED IN INTERNATIONAL PROMOTION</p> <p>3.1.- Introduction: the concept of country/institutional brand</p> <p>3.2.- Main agents:</p> <p>3.2.1.- Basque Country</p> <p>3.2.2.- Spain</p> <p>3.2.3.- European Union</p>

	3.2.4.- World								
	4. EXERCISE: DEVELOPING AN INTERNATIONAL PROMOTION AND COMMUNICATION PROJECT DEPENDING ON ACTIVITIES, RESOURCES and BUDGET ALLOCATIONS								
<b>7.- METHODOLOGY</b>	<ul style="list-style-type: none"> <li>- Master classes with presentation of key theoretical concepts and contents, as well as examples and practical business cases about them.</li> <li>- Individual works and presentations of case studies, comments on proposed texts, news analysis, etc.</li> <li>- Teamwork: International Promotion Plan.</li> <li>- Supervised practical work sessions, aimed at guiding and supporting teamwork.</li> <li>- Final exam.</li> </ul>								
<b>8.- LEARNING OUTCOMES</b>	- Identify the image as a variable that can be measured and managed, and communication as a tool for managing it.								
	- Have knowledge of and be able to implement the processes and resources required to run advertising campaigns.								
<b>9.- EVALUATION CRITERIA</b>	<b>Criteria</b>		<b>Competencies</b>				<b>Value (%)</b>		
	Team project		CG2; CG10; CE3; CE16; CE19				30%		
	Individual exercises and presentations in class		CG2; CG10; CE3; CE16; CE19				15%		
	Final exam		CG2; CE16; CE19				50%		
	Attitude and participation in class		CG2; CG10; CE16; CE19				5%		
	<b>General comments</b>								
	<b>Comments on resits</b>								
	<ul style="list-style-type: none"> <li>- You will not have to re-apply for those criteria you have passed.</li> <li>- The evaluation of the "Teamwork" can be improved by preparing new works proposed by the teacher.</li> <li>- In this call, the exam will consist of a written test (50%) and exercises to evaluate IMC activities (50%).</li> </ul>								
	<b>Comments on students from previous years</b>								
<b>10.- BIBLIOGRAPHY</b>	<ul style="list-style-type: none"> <li>- Marketing Communications, Pr Smith and Ze Zook, Ed. Kogan Page, 7TH edition, 2020</li> <li>- Integrated advertising, promotion, and marketing communications, Kenneth E. Clow, Ed. Pearson 2021 (9th edition)</li> <li>- Integrated Marketing Communications: Strategic Planning Perspectives, 5/E, Tuckwell, Pearson Education Canada   Published: 07/31/2021</li> </ul>								
<b>11.- EVALUATION CRITERIA SCHEDULE</b>	<b>Criteria</b>		<b>Sep.</b>	<b>Oct.</b>	<b>Nov.</b>	<b>Dec.</b>	<b>Jan.</b>	<b>Total</b>	
	Team project					30%		30%	
	Individual exercises and presentations in class		3%	4%	4%	4%		15%	
	Final exam						50%	50%	
	Attitude and participation in class		5%						5%
	<b>Total</b>								<b>100%</b>