

1.- SUBJECT	
1.1.- TOPIC (ÁREA OF KNOWLEDGE)	Business communication
1.2.- NAME	Introduction to Business Communications
2.- LECTURER	Elena Ascarza Ugalde
3.- GENERAL DETAILS	
3.1.- TYPE	Optional
3.2.- ECTS CREDITS	6
3.3.- YEAR	Third
3.4.- SEMESTER	First
3.5.- LANGUAGE	English
4.- GENERAL COMPETENCIES	CG1 Analyse and synthesize phenomena and situations
	CG8 Develop a capacity for criticism and self-criticism
5.- SPECIFIC COMPETENCIES	CE8 Understand and assimilate the principles and variables that condition consumer behavior and social group behavior
	CE16 Take decisions on marketing-mix management
	CE19 Understand the different forms of business communication, especially advertising and public relations, and set up or contract a communications campaign
6.- CONTENTS	<p>1.- CONTEXT; Communication and its role in marketing:</p> <ul style="list-style-type: none"> 1.1.- Framework 1.2.- Reputation Management 1.3.-The new paradigm on business communication: sustainability 1.4.- Artificiall Inteligences in Marketing Communication <p>2.- TARGET</p> <ul style="list-style-type: none"> 2.1.- Understanding Target Audience 2.2.- Internal and external stakeholders 2.3.- Hyperconnected audiences 2.4.- Audience Segmentation <p>3.- OBJECTIVES</p> <ul style="list-style-type: none"> 3.1.- Importance of setting clear communication objectives 3.2.- Types of communication objectives: 3.3.- Strategic objectives: Branding & Positioning strategies 3.4.-Operational objectives: Performance, Qualitative and Quantitative objectives <p>4.- MEDIA</p> <ul style="list-style-type: none"> 4.1.- Introduction: Channels and main features 4.3.- Traditional vs. digital media 4.4.- Selecting the right owned media channels <p>5.- ACTION PLAN</p> <ul style="list-style-type: none"> 5.1.- Creating a comprehensive Action Plan 5.2.- Steps to implement a communication strategy

	6.- PLANNING TOOLS: 6.1.- The POEM analysis (Paid/Owned/Earned Media) 6.2.- Management tools for communication planning 7.- MARKETING COMMUNICATION TRENDS		
7. METHODOLOGY	The methodology will combine: <ul style="list-style-type: none"> • Introduction of the main concepts so that the students get acquainted with the subject and become aware of the importance of communication in business. • Research and development of presentations and / or practical work in relation to the concepts, some being in groups and others individual. • Exhibition of the work to share the knowledge acquired during the process. • Continuous evaluation based on these assignments. 		
8.- LEARNING OUTCOMES	Be able to defend the importance of communication in the successful operation of organisations and companies.		
	Identify the image as a variable that can be measured and managed, and communication as a tool for managing it.		
	Have knowledge of the existing marketing research techniques for tracking the perception of the organization's image.		
	Awareness of the basic tools for managing the image of organisations and companies.		
	Understand and assess the management of organisations' internal communications.		
	Integrate the basic principles that underlie the activities of both external and internal corporate communications.		
9.- EVALUATION CRITERIA	Criteria	Competencies	Value (%)
	Assignments about communication concepts	CG1, CG8, CE8	30%
	Communication plan for a company	CG1, CG8, CE8	30%
	Exam	CG1, CG8, CE8, CE16, CE19	30%
	Attitude, attendance and participation	CG1, CG8, CE8, CE16, CE19	10%
	General comments		
	Continuous evaluation and final exam		
	Comments on resits		
	The approved grades in each of the items will be saved. It will be possible to improve the mark of the item "task" by submitting modifications of it.		
	Comments on students from previous years		
	The evaluation will consist of the realization of an assignment in which the students will have to show the knowledge of the basic concepts of the subject.		

10.- BIBLIOGRAPHY	Books: ARROYO L., YUS M., “Los cien errores de la comunicación de las organizaciones” Madrid, Esic, 2003 CERVERA A.L., “Comunicación total”, Esic, Madrid, 2008. CORNELISEN Joep, “Corporate communication: A guide to theory and practice”, Sage, 2020. GUTIERREZ RUBI A., “La transformación digital y móvil de la comunicación política”, Ariel, Barcelona, 2015. KLEIN N., “No logo”, Barcelona, Paidos, 2003 ONGALLO, C., “Manual de Comunicación”, Dykinson, Madrid 2007.							
11.- EVALUATION CRITERIA SCHEDULE	Criteria	Sep.	Oct.	Nov.	Dec.	Jan.	Total	
	Assignments for the acquisition of the main concepts		15%	15%			30%	
	Creation of a communication plan looking for applications of the different communication tools and trends.				30%		30%	
	Exam					30%	30%	
	Attitude, attendance and participation	10%						10%
	Total						100%	