

1.- SUBJECT	
1.1.- TOPIC (ÁREA OF KNOWLEDGE)	Business Communication
1.2.- NAME	International Promotion & Communication
2.- LECTURER	Teresa Lanz Zabalza / María Kovesdi Mizda
3.- GENERAL DETAILS	
3.1.- TYPE	Optional
3.2.- ECTS CREDITS	4,5
3.3.- YEAR	Fourth
3.4.- SEMESTER	First
3.5.- LANGUAGE	English
4.- GENERAL COMPETENCE	CG2 Plan and organise projects , setting objectives and priorities, establishing activities, schedules and resources and supervising the implementation
	CG10 Develop interpersonal skills to allow social interaction which respects diversity and multiculturalism
5.-SPECIFIC COMPETENCE	CE3 Use information and communication technology applied to management
	CE16 Take decisions on promotion and communication related to 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.- 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> <p>3.2.4.- World</p>

	4. EXERCISE: DEVELOPING AN INTERNATIONAL PROMOTION AND COMMUNICATION PROJECT DEPENDING ON ACTIVITIES, RESOURCES and BUDGET ALLOCATIONS						
7.- METHODOLOGY	<ul style="list-style-type: none"> - Master classes with presentation of key theoretical concepts and contents, as well as examples and practical business cases about them. - Individual works and presentations of case studies, comments on proposed texts, news analysis, etc. - Teamwork: International Promotion Plan. - Supervised practical work sessions, aimed at guiding and supporting teamwork. - Final exam. 						
8.- LEARNING OUTCOMES	<ul style="list-style-type: none"> - 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. 						
9.- EVALUATION CRITERIA	Criteria	Competences				Value (%)	
	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%	
	General comments						
	Comments on resits						
	<ul style="list-style-type: none"> - You will not have to re-apply for those criteria you have passed. - The evaluation of the "Teamwork" can be improved by preparing new works proposed by the teacher. - In this call, the exam will consist of a written test (50%) and an oral test (50%). 						
	Comments on students from previous years						
10.- BIBLIOGRAPHY	<ul style="list-style-type: none"> - Marketing Communications, Pr Smith and Ze Zook, Ed. Kogan Page, 7TH edition, 2020 - Integrated advertising, promotion, and marketing communications, Kenneth E. Clow, Ed. Pearson 2018 (9th global edition) - Integrated Marketing Communications: Strategic Planning Perspectives, 5/E, Tuckwell, Pearson Education Canada Published: 01/13/2017 						
11.- EVALUATION CRITERIA SCHEDULE	Criteria	Sep.	Oct.	Nov.	Dec.	Jan.	Total
	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%
	Total						100%