

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.- Introduction 1.2.- Reputation, business communication main goal 1.3.-The new paradigm on business communication:sustainability <p>2.- TARGET</p> <ul style="list-style-type: none"> 2.1.- Introduction 2.2.- Internal and external stakeholders 2.3.- Hyperconnected audiences 2.4.- Segmentation <p>3.- OBJECTIVES</p> <ul style="list-style-type: none"> 3.1.- Introduction 3.2.- Strategic objectives: 3.3.- Branding strategies 3.4.- Positioning strategies 3.5.- Operational objectives: 3.6.- Performance objectives 3.7.- Qualitative objectives 3.8.- Quantitative objectives <p>4.- MEDIA</p> <ul style="list-style-type: none"> 4.1.- Introduction 4.2.- Channels and main features 4.3.- Owned media 4.4.- Earned media 4.5.- Paid media 	

	<p>5.- ACTION PLAN 5.1.- Introduction 5.2.- Definition of the communication activities 5.3.- Calendar 5.4.- Budget</p> <p>6.- PLANNING TOOLS: 6.1.- The POEM analysis (Paid/Owned/Earned Media)</p> <p>7.- TRENDS: 7.1.- Newsjacking: managing outstanding news for branding 7.2.- Hybrid events: new ways of corporate public relations 7.3.- Podcasting: a new audio tool for business communication</p>																																	
7. METHODOLOGY	<p>The methodology will combine:</p> <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	<p>Be able to defend the importance of communication in the successful operation of organisations and companies.</p> <p>Identify the image as a variable that can be measured and managed, and communication as a tool for managing it.</p> <p>Have knowledge of the existing marketing research techniques for tracking the perception of the organization's image.</p> <p>Awareness of the basic tools for managing the image of organisations and companies.</p> <p>Understand and assess the management of organisations' internal communications.</p> <p>Integrate the basic principles that underlie the activities of both external and internal corporate communications.</p>																																	
9.- EVALUATION CRITERIA	<table border="1"> <thead> <tr> <th data-bbox="555 1330 1069 1361">Criteria</th> <th data-bbox="1069 1330 1337 1361">Skills</th> <th data-bbox="1337 1330 1505 1361">Value (%)</th> </tr> </thead> <tbody> <tr> <td data-bbox="555 1361 1069 1429">Assignments about communication concepts</td> <td data-bbox="1069 1361 1337 1429">CG1, CG8, CE8</td> <td data-bbox="1337 1361 1505 1429">30%</td> </tr> <tr> <td data-bbox="555 1429 1069 1460">Communication Plan for a company</td> <td data-bbox="1069 1429 1337 1460">CG1, CG8, CE8</td> <td data-bbox="1337 1429 1505 1460">30%</td> </tr> <tr> <td data-bbox="555 1460 1069 1527">Exam</td> <td data-bbox="1069 1460 1337 1527">CG1, CG8, CE8, CE16, CE19</td> <td data-bbox="1337 1460 1505 1527">30%</td> </tr> <tr> <td data-bbox="555 1527 1069 1594">Attitude, attendance and participation</td> <td data-bbox="1069 1527 1337 1594">CG1, CG8, CE8, CE16, CE19</td> <td data-bbox="1337 1527 1505 1594">10%</td> </tr> <tr> <td colspan="3" data-bbox="555 1594 1505 1626">General comments</td> </tr> <tr> <td colspan="3" data-bbox="555 1626 1505 1693">Continuous evaluation and final exam</td> </tr> <tr> <td colspan="3" data-bbox="555 1693 1505 1724">Comments on resits</td> </tr> <tr> <td colspan="3" data-bbox="555 1724 1505 1836">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.</td> </tr> <tr> <td colspan="3" data-bbox="555 1836 1505 1868">Comments on students from previous years</td> </tr> <tr> <td colspan="3" data-bbox="555 1868 1505 1930">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.</td> </tr> </tbody> </table>	Criteria	Skills	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.		
Criteria	Skills	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	<p>Books</p> <p>ARROYO L., YUS M., "Los cien errores de la comunicación de las organizaciones" Madrid, Esic, 2003</p> <p>ONGALLO, C., "Manual de Comunicación", Dykinson, Madrid 2007.</p> <p>CERVERA A.L., "Comunicación total", Esic, Madrid, 2008.</p> <p>CORNELISEN Joep, "Corporate communication: A guide to theory and practice", Sage, 2020.</p> <p>GUTIERREZ RUBI A., "La transformación digital y móvil de la comunicación política", Ariel, Barcelona, 2015.</p> <p>KLEIN N., "No logo", Barcelona, Paidós, 2003</p>						
11.- EVALUATION CRITERIASCHEDULE	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%