

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>

	3.2.3.- European Union 3.2.4.- World 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 exercises to evaluate IMC activities (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 2021 (9th edition) - Integrated Marketing Communications: Strategic Planning Perspectives, 5/E, Tuckwell, Pearson Education Canada Published: 07/31/2021 							
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%