

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: 1.1.- Introduction 1.2.- Business communication goals 1.3.-The new paradigm on business communication: SUSTAINABILITY</p> <p>2.- TARGET 2.1.- Introduction 2.2.- Internal and external stakeholders 2.3.- Hyperconnected audiences 2.4.- Segmentation</p> <p>3.- OBJECTIVES 3.1.- Introduction 3.2.- Strategic objectives: 3.2.1- Branding 3.2.2.- Positioning 3.3.- Operational objectives: 3.3.1.- Performance</p> <p>4.- MEDIA 4.1.- Introduction 4.2.- Channels and main features 4.3.- Owned media 4.4.- Earned media 4.5.- Paid media</p> <p>5.- ACTION PLAN</p>

	<p>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.- 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>																																	
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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>						
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%