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UNIVERSITAT POLITÈCNICA
DE CATALUNYA
BARCELONATECH

UNIVERSITY MASTER'S PROGRAM IN MARKETING MANAGEMENT

COMMUNICATION STRATEGIES TEACHING GUIDE

2022-2023

DATOS GENERALES

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| Name: | Communication strategies |
| Code: | 801532 |
| Academic Year: | 2022-2023 |
| Degree: | University Master's Program in Marketing Management |
| Number of credits (ECTS): | 5 |
| Requirements: | No previous requirements |
| Location in the curriculum: | 2022-2023 Second quarter |
| Date of latest revision: | July 2022 |
| Lecturers in charge: | PhD. Pablo Rial |

1. GENERAL DESCRIPTION

Strategic communication has transformed business mentality. 'Producing' and 'doing' are as important as communicating. It is a mentality and sensitivity that imply new ways of directing, managing and understanding the organization, from a holistic, synergistic and integrating point of view.

Nowadays, we need to understand that not only brands send messages from a range of communication tools. The recipients also act as content generators. From this point of view, the purpose of the Communication Strategies subject is to define the key points when designing traditional and digital marketing communication. The results of the design will be integrated into a marketing plan using the tools available directed to the target audience.

The subject is structured in 6 modules that allow a theoretical and practical knowledge of following topics: 360-degree communication principles, marketing communication tools, agents and stakeholders, strategic reflection, and the message creation process:

- **Unit 1:** The unit one reflects on the importance of marketing communications for brands and products. We will identify all the conventional and digital communication tools and media available for companies to communicate with their audiences. Finally we will analyze, the role of the stakeholders involved in the communication process.
- **Unit 2:** On this unit we will explore what is the role of advertising within the marketing strategy and what are the tools that companies are using to communicate with their audiences.
- **Unit 3:** On this unit we will describe a set of specific disciplines in our field: public relations, sales promotion, direct marketing and interactive marketing. Through a theoretical-practical methodology, we will learn to identify, understand, and use these techniques, and integrate them in the marketing mix strategy.
- **Unit 4:** The unit four will describe the creative process to create an advertising campaign, following the company marketing objectives.

- **Unit 5:** On this last unit we will start understanding strategic thinking which is essential to design a communication campaign. We will also provide the necessary knowledge to generate advertising messages using different strategic platforms. We will explore what are the tools and how they are used to create marketing messages. As well we will start creating communication concepts and execute them through for example concept – board method and how to get the most of it in the marketing environment.

2. OBJECTIVES

- To understand the complexity of marketing communications, their operation, dynamics and importance in organizations.
- To identify and develop communication plans aligned with the corporate strategy reinforcing company's position in the market, the perception of value by customers and the commitment of employees.
- To know the features of communication tools: advertising, public relations and direct marketing, as well as understand the contribution of each one in the integrated brand Communications.
- To Know the types of stakeholders in marketing departments and determine their processes and work methodology.

3. CONTENTS

TOPIC 1. Marketing Communications and how to measure effectiveness

TOPIC 2. Advertising as marketing communication tool

TOPIC 3. Public relations, sales promotion and direct and interactive marketing.

TOPIC 4. Creativity in advertising and communication strategy.

TOPIC 5. Ideation techniques in marketing communication.

TOPIC 1. MARKETING COMMUNICATIONS AND HOW TO MEASURE EFFECTIVENESS

Learning outcome

After studying the unit and solving the exercises, students will be able to:

- To understand the importance of marketing communications, evolution, process and comprehensive vision.
- To know the tools and means of communication, as well as the audiences to which they are addressed.
- To identify the main agents of marketing communications.
- To understand the methods of analysis of marketing communication and the measurement of its effectiveness.

Content

1. Definition of marketing communication.
2. Objectives and planning of integral marketing communication.
3. The communication process and the stakeholders of marketing communication.
4. Marketing communication tools.
5. Consumer behavior and measurement of the effectiveness of marketing communications.

TOPIC 2. ADVERTISING AS MARKETING COMMUNICATION TOOL

Learning outcome

After studying the unit and solving the exercises, students will be able to:

- To understand the characteristics and role of advertising in the marketing communication mix.
- To identify stakeholders in the marketing communication process.
- To describe key aspects of the consumer.
- To know the basic tools and techniques of the advertising process.

Content

1. Advertising: Definition and roles.
2. Marketing promotion policies.
3. Types and what is the structure of the advertiser.
4. Different types and how it works an advertising agency.
5. Consumer behavior on marketing communication.
6. Basic strategic operations in the advertising agency.

TOPIC 3. PUBLIC RELATIONS, SALES PROMOTION AND DIRECT AND INTERACTIVE MARKETING.

Learning outcome

After studying the unit and solving the exercises, students will be able to:

- To understand the meaning and scope of the communication techniques described.
- To determine the suitability of each of the communication techniques in the context of marketing.
- To understand the characteristics and functions of each of the communication techniques.
- To use communication techniques in a consistent manner.
- To analyze effectiveness of communication.

Content

1. Public Relations.
2. Sales promotion.
3. Direct marketing.
4. Interactive marketing.

TOPIC 4. CREATIVITY IN ADVERTISING AND COMMUNICATION STRATEGY.

Learning outcome

After studying the unit and solving the exercises, students will be able to:

- To think and execute advertising campaigns.
- To choose the right campaign type.
- To understand the characteristics and functions of advertising agencies and production companies.
- To understand how all the agents responsible for advertising campaigns work.
- To analyze the results of using communication strategies.
- To understand the characteristics, function and operation of the strategic planning cycle of marketing communication.
- To explore the best practices in the creation of essential documents to develop an strategy.

Content

1. Current context.
2. The advertising agency.
3. The advertising producer.
4. Customers.
5. The creative process.
6. The strategic planning cycle.
7. Copy Strategy.

8. Strategic platforms.
9. The advertiser's brief.
10. From the brand strategy to the creative brief.
11. Measurement of advertising effectiveness.
12. Development of communication concepts: rules, examples, the concept board.

TOPIC 5. IDEATION TECHNIQUES IN MARKETING COMMUNICATION.

Learning outcome

After studying the unit and solving the exercises, students will be able to:

- To understand the importance of conceptual thinking as the basis of marketing communication.
- To manage the main elements and tools of conceptual ideation.
- To know the techniques of ideation in marketing communication.

Content

1. Development of communication concepts.
2. Examples and rules.
3. Storytelling and Storydoing.
4. Branded content.
5. Transmedia advertising.

4. TEACHING AND LEARNING METHODOLOGY

Euncet Business School-UPC's learning process brings together a combination of methodologies which, in a practical and innovative way, allow students to acquire skills specific to the professional exit profile that is expected in a master's degree and the digital context:

LEARNING BY PROJECTS

Working in groups to develop and present tasks and projects, by responding to different situations or challenges posed during classes.

CASE STUDIES

Solving hypothetical business issues to experiment with using a practical application of the theoretical content of the different subjects.

INTERACTIVE CLASSES

The teaching sessions will take place based on continuous interaction between the students and the lecturers, who will teach with the objective of comparing the relevant concepts through the means of analysis and open debate, with the help of real-world case studies and simulations.

ONLINE TUTORIALS

Personalised online sessions will be programmed to solve doubts and lend support to the different assignments and exercises posed during the course.

5. ASSESSMENT

According to the Bologna Process, the model rewards the student's constant and continued effort. 60 % of the mark is obtained through continuous assessment of the managed activities, and the remaining 40 % from the final exam, which is held in a single sitting.

The subject's final mark (FM) will be calculated according to the following formula:

- **FM = Final Exam Mark * 40 % + Continuous Assessment Mark * 60 %**
- The minimum mark of the final exam for the calculation of the FM will be 40 points over 100.
- The subject will be successfully passed with a FM equal to or higher than 50 points over 100.

| Activity type | Description | % Assessment | |
|--------------------|------------------|--------------|------------|
| Tasks: | | | 40% |
| | Individual case | 25% | |
| | Project Phase I | 40% | |
| | Project Phase II | 35% | |
| Test: | | | 20% |
| | Online test | 100% | |
| Final exam: | | | 40% |
| | Final exam | 100% | |

6. BIBLIOGRAPHY

6.1 BASIC BIBLIOGRAPHY

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- Aljubre, Andrés. El plan estratégico de comunicación. Método y recomendaciones prácticas para su elaboración. UOC, 2015.

- Díez de Castro, Enrique Carlos; Martín Armario, Enrique. *Planificación publicitaria*. Madrid: Pirámide, 1993.
- Fill, Chris; Turnbull, Sarah. *Marketing communications: touchpoints, sharing and disruption*. Harlow: Prentice-Hall, 2006.
- García Uceda, Mariola. *Las claves de la publicidad*. Madrid: ESIC, 2008. ISBN 9788473568012.
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- Román, Yolanda. *La estrategia de comunicación de las startups en España*. UOC, 2016.
- Lamarre, G. *Storytelling como estrategia de comunicación: herramientas narrativas para comunicadores, creativos y emprendedores*. Gustavo Gili, 2019.

6.2 FURTHER READING

- Godin, Seth. *El marketing del permiso: gestión del conocimiento*. Barcelona: Empresa Activa, 2014. ISBN 9788496627826.
- Martí Parreño, José; Muñoz, Pablo. *Engagement marketing: una nueva publicidad para un marketing de compromiso*. Madrid: Pearson Educación, 2008. ISBN 9788483224496.
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