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UNIVERSITAT POLITÈCNICA
DE CATALUNYA
BARCELONATECH

TEACHING GUIDA COMMUNICATION STRATEGIES 2023-24

GENERAL DETAILS

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|------------------------------------|---|
| Name: | Communication strategies |
| Code: | 801532 |
| Academic Year: | 2023-2024 |
| Degree: | University Master's Program in Marketing Management |
| Number of credits (ECTS): | 5 |
| Location in the curriculum: | Second Quarter |
| Department: | Communication, advertising and public relations |
| Head of department: | Dr. Víctor Curto Gordo |
| Date of latest revision: | July 2023 |
| Lecturer: | Dr. Víctor Curto Gordo Prof. Alejandro Martínez Moreno |

1. GENERAL DESCRIPTION

Strategic communication involves a transformation of the business mentality which now understands that 'producing' and 'doing' are not more important than communicating. It is a mentality and sensibility that imply new ways in management and in the understanding of an organisation, from a holistic, synergic and integrated point of view.

It must be considered that today it is not only brands that broadcast messages from a variety of available communication tools, but receivers too act as content generators. In this sense, the subject area Communication Strategies aims to establish the keys to the design of the conventional and digital marketing communication strategies of the company integrated in a marketing plan, while looking at communication from the brands with an integrating perspective of tools and the audiences they address.

The structure of the subject is divided into 6 modules that allow the student to embark on a theoretical and practical journey of the basic principles of 360° communication, the marketing communication tools, their agents and stakeholders, the strategic reflection and the process of message creation:

- **Module 1:** From an integral vision, we reflect on the importance of marketing communications for brands and products. We identify all the conventional and digital tools and communication media that companies have in order to communicate with their audiences. Finally, we analyse the role of the actors or agents intervening in the communication process.
- **Module 2:** From an integrated vision, we reflect on the role of advertising within the marketing strategy. At the same time, we identify the actors (advertisers and advertising agencies), the operations and the tools that companies have to communicate with their audiences through this discipline.

- **Module 3:** We look at public relations: its definition, concepts, roles, actors and techniques. We study the organisation of its business structures, its professional profiles and specialities. Similarly, we shall link public relations to marketing.
- **Module 4:** We shall roll out a set of specific disciplines in our sphere: sales promotion, sponsorship, direct marketing and interactive marketing. Following a theoretical and practical methodology, we will learn to identify, get to know and use said techniques, and integrate them under the cover of the marketing mix.
- **Module 5:** We shall study and work on the strategy in marketing communication. We shall start the process with the display of strategic thinking, which is essential when designing a communication campaign. We will provide the necessary knowledge to help generate advertising messages from the different strategic platforms. We will review what the basic tools of the process are and how they are formulated. Finally, we will consider the methodologies to analyse advertising effectiveness.
- **Module 6:** We shall lay emphasis on, and put into practice, the ideation techniques in marketing communication. We shall place at the basis of the process the finding of communication concepts in order to, immediately, formulate the operation of its deployment, specially through the concept-board method and its uses and exploitation in the marketing environment.

2. OBJECTIVES

- To understand the complexity of marketing communications, their workings, dynamics and importance in organisations.
- To identify and develop communication plans aligned with the corporate strategy to strengthen the company's market positioning, the customer's perception of value and the staff commitment.
- To get to know the characteristics of the communication tools: advertising, public relations and direct marketing, and to understand the contribution of each one in a brand's integral communication.
- To get to know the types of agents that collaborate with the Marketing department in the creation and distribution of content, and determine their processes and work methodology.

3. CONTENTS

UNIT 1. Integrated marketing communications and importance of communication in the *brandbuilding* process.

UNIT 2. Advertising as a marketing communication tool

UNIT 3. Public relations as a marketing communication tool

UNIT 4. Sales promotion, sponsorship, direct and interactive marketing

UNIT 5. Strategies in marketing communication

UNIT 6. Ideation techniques in marketing communication

UNIT 1. INTEGRATED MARKETING COMMUNICATIONS AND IMPORTANCE OF COMMUNICATION IN THE BRANDBUILDING PROCESS.

Learning outcome

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

- Understand the importance of marketing communications, evolution, process and integral vision.
- Get to know the tools and communication media, as well as the audiences to which they are addressed.
- Identify the main marketing communications agents.

Content

1. Definition of marketing communication.
2. Objectives and planning of the integral marketing communication.
3. The communication process; actors and agents of the integral marketing communication.
4. Marketing communication tools.
5. Consumer behaviour and measurement of the effectiveness of marketing communications.

UNIT 2. ADVERTISING AS A MARKETING COMMUNICATION TOOL

Learning outcome

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

- Understand the characteristics and the role of advertising in the marketing communication mix.
- Identify the actors of the marketing communication process, both in the advertiser and in the advertising agencies.
- Determine the consumer key aspects in their link to our field of study.
- Get to know the basic tools and techniques in the advertising process.

Content

1. Advertising. Definition and roles.
2. Policies fostering marketing.
3. Types and functioning structure of the advertiser.

4. Types and functioning structure of an advertising agency.
5. Consumer behaviour with respect to marketing communication.
6. Basic strategic operations in the advertising agency.

UNIT 3. PUBLIC RELATIONS AS A MARKETING COMMUNICATION TOOL

Learning outcome

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

- Define and delimit the concept of public relations, its roles and scope.
- Understand the characteristics and functions of public relations in the marketing communication mix.
- Identify the actors in the public relations process, both in advertisers and in agencies and offices. Get to know the basic tools and techniques in the public relations process.

Content

1. Public relations. Definition and scope.
2. Public opinion and the company. Stakeholders.
3. Public relations and marketing.
4. Public relations models.
5. The public relations department. Press offices.
6. Professional profiles and specialities.

UNIT 4. SALES PROMOTION, SPONSORSHIP, DIRECT AND INTERACTIVE MARKETING

Learning outcome

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

- Understand the meaning and scope of the described communication techniques.
- Determine the suitability of each one of them in the marketing context.
- Understand the characteristics and functions of each technique.
- Use said techniques, and their combinations, under the same strategic coverage.
- Analyse the results of its use.

Content

1. Sales promotion.
2. Sponsorship.
3. Direct marketing.
4. Interactive marketing.

UNIT 5. STRATEGIES IN MARKETING COMMUNICATION

Learning outcome

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

- Understand the characteristics, function and operation of the strategic planning cycle of marketing communication.
- Determine the best practices in the creation of the essential documents to elaborate said strategy.
- Deepen into the methods that analyse marketing communication and the measurement of their efficiency.

Content

1. The strategic planning cycle.
2. Copy strategy.
3. Strategic platforms.
4. The advertiser's brief.
5. From brand strategy to the creative brief.
6. Models to analyse advertising communication.
7. Measurement of advertising effectiveness.
8. Development of the communication concepts: norms, examples, and the concept board.

UNIT 6. IDEATION TECHNIQUES IN MARKETING COMMUNICATION

Learning outcome

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

- Determine the importance of conceptual thinking as the base of marketing communication.
- Handle adequately the main elements and tools of conceptual ideation.
- Get to know the ideation techniques in marketing communication.

Content

1. Development of communication concepts.
2. Norms and examples.
3. The concept board.

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:

- $FM = \text{Final Exam Mark} * 40 \% + \text{Continuous Assessment Mark} * 60 \%$
- 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.

| Tipo de actividad | Descripción | % Evaluación | |
|-------------------|---------------------|--------------|----------|
| Tasks: | | | % |
| | PROJECT: CASE STUDY | 80% | |
| | PRESENTATION | 20% | |

| | | | |
|-------------------|----------------------------|------|------------|
| | RESEARCH: data and context | 20% | |
| Test | | | % |
| | Test | 100% | |
| Final exam | | | 40% |
| | EXAMEN FINAL | 100% | |

6. BIBLIOGRAPHY

6.1. BASIC BIBLIOGRAPHY

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- Stone, A. "Unbrandable" Ed. Thames & Hudson (2015).
- Yarrow, K. "Decoding the new consumer mind". Ed Wiley (2014).

6.2. FURTHER READING BIBLIOGRAPHY

- Arden, Paul. "It's not how good you are, it's how good you want to be". Phaidon (2003)
- Bullmore, Jeremy. "More Bullmore, behind the scenes in advertising". WARC (2003)
- French, Neil. "Sorry for the lobsters". Neil French Singapore. (2011)
- Harari, Noah Yuval "Sapiens". Arrow (2015)
- Roberts, Kevin. "Lovemarks". Powerhouse books (2005)