# SUBJECT TEACHING GUIDE

## G906 - Business Communication

## Degree in Business Administration and Management

Academic year 2016-2017

| 1. IDENTIFYING DATA | | | | | |
|---|---|---|---|---|---|
| Degree | Degree in Business Administration and Management | | | Type and Year | Compulsory. Year 3 |
| Faculty | Faculty of Economics and Business Studies | | | | |
| Discipline | Subject Area: Business Communication<br>Module: Training in Marketing | | | | |
| Course unit title and code | G906 - Business Communication | | | | |
| Number of ECTS credits allocated | 6 | Term | Semester based (1) | | |
| Web | | | | | |
| Language of instruction | Spanish | English Friendly | No | Mode of delivery | Face-to-face |

| | |
|---|---|
| Department | DPTO. ADMINISTRACION DE EMPRESAS |
| Name of lecturer | IGNACIO ALFREDO RODRIGUEZ DEL BOSQUE RODRIGUEZ |
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| Other lecturers | ISABEL LOPEZ HOYO |

## 3.1 LEARNING OUTCOMES

- - Getting a thorough knowledge of the management of commercial communication.
- Know how to apply the main techniques and concepts for the development of effective communication campaigns.
- Know how advertising campaigns are conducted.
- Apply Internet communication.
- Know how to apply the techniques of sales promotion in industrial and consumer markets.
- Manage sales force teams under the guidance of business communication.
- Know the management of public relations and advertising technique.
- Understand and apply commercial communication to maximize ROI.

## 4. OBJECTIVES

1. Understand the role of communication within the communication mix
2. Know how communication influences consumer behavior
3. Know the methodology of creating messages
4. Identify the different types of communication techniques
5. Know the importance of communication to maximize ROI

## 6. COURSE ORGANIZATION

| CONTENTS | |
|---|---|
| 1 | Lesson 1: Business Communication<br>Lesson 2: The Communication Plan |
| 2 | Lesson 3: Advertising I: Message<br>Lesson 4: Advertising II: Media<br>Lesson 5: Internet Communication<br>Lesson 6: Sales Promotion<br>Lesson 7: Sales Force<br>Lesson 8: Public Relations |

## 7. ASSESSMENT METHODS AND CRITERIA

| Description | Type | Final Eval. | Reassessn | % |
|---|---|---|---|---|
| Team work | Work | No | Yes | 35,00 |
| Midterm Exam I | Activity evaluation with Virtual Media | No | Yes | 25,00 |
| Examen final | Activity evaluation with Virtual Media | Yes | Yes | 25,00 |
| Classwork | Work | No | Yes | 15,00 |
| TOTAL | | | | 100,00 |

Observations

To pass the partial and final exam, the student must obtain a minimum of 5.0 points (on a scale of 10) in each of them. It is necessary for the calculation of the average grade of the course both exams overcome condition. The partial exam will be recoverable in the final exam that will be unique in the official announcement published by the center.
The extraordinary September examination will consist of a single theoretical and practical test.

Observations for part-time students

Partial tuition students perform a written exam at the end of the semester, recoverable in the extraordinary exam in September.
The exam will consist of a single theoretical and practical test of all of the subject

## 8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

Rodríguez del Bosque, I. (2015): Comunicación Comercial. Apuntes.