

SUBJECT TEACHING GUIDE

G906 - Business Communication

DOUBLE DEGREE IN ADMINISTRATION AND BUSINESS MANAGEMENT AND ECONOMICS

Double Degree in Business Administration and Management and Labour Relations

Double Degree in Law and Administration and Business Management

Degree in Business Administration and Management

First Degree in Business Administration and Management

Academic year 2024-2025

1. IDENTIFYING DATA					
Degree	DOUBLE DEGREE IN ADMINISTRATION AND BUSINESS MANAGEMENT AND ECONOMICS Double Degree in Business Administration and Management and Labour Relations Double Degree in Law and Administration and Business Management Degree in Business Administration and Management First Degree in Business Administration and Management			Type and Year	Compulsory. Year 3 Compulsory. Year 3
Faculty	Faculty of Economics and Business Studies				
Discipline	Subject Area: Business Communication 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	JAVIER FLAMINIO TUÑAS MATILLA EUSTASIO FERNANDEZ MARTINEZ

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. SUBJECT PROGRAM

CONTENTS

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

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Team work	Work	No	Yes	30,00
Midterm Exam I	Activity evaluation with Virtual Media	No	Yes	30,00
Examen final	Activity evaluation with Virtual Media	Yes	Yes	30,00
Classwork, team work and final exam.	Work	No	Yes	10,00
TOTAL				100,00
Observations				
<p>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 .</p> <p>The extraordinary September examination will consist of a single theoretical and practical test.</p>				
Observations for part-time students				
<p>Partial tuition students perform a written exam at the end of the semester, recoverable in the extraordinary exam in September.</p> <p>The exam will consist of a single theoretical and practical test of all of the subject</p>				

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

Rodríguez del Bosque, I. (2024): Comunicación Comercial. Apuntes disponibles en el Aula Virtual.