

COURSE NAME: INTEGRAL COMMUNICATION IN BUSINESS

UFV CODE: 4283 **ECTS:** 4.5

TYPE OF COURSE: OP, 1C

INTERNATIONAL CODE: BUS4283 **YEAR:** 5

REQUIREMENTS: BUS42412

OBJECTIVES: To understand the management's responsibilities in the area of communication:

an integrated approach to communication in terms of brand positioning

COURSE DESCRIPTION: External communication of the company. Corporate advertising.

Commercial advertising. Communication strategy

BIBLIOGRAPHY: KOTLER, P.: Fundamentos del Marketing. REINARES y CALVO:

Gestión de la comunicación

METHODOLOGY: Each topic is developed over 3 or 4 sessions. Two sessions on theory,

one for discussing real-life cases and a forth for presentations or role playing by the students. Each topic includes practical exercises

EVALUATION: 60% final exam, 30% assignments, 10% class attendance and participation

PROFESSOR: Ricardo Hernández Ontalba **LANGUAGE:** English