

**COURSE NAME: INTEGRATED COMMUNICATION IN BUSINESS**

**UFV CODE:** 4376 **ECTS:** 4.5

**TYPE OF COURSE:** OP, 1C

**INTERNATIONAL CODE:** MKT4376 **YEAR:** 3

**REQUIREMENTS:** MKT4321 / BUS4324

**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 fourth 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:** Spanish