

Course: Integral Communication in Business

CREDITS: 3

UFV CODE: 4283

INTERNATIONAL CODE: BUS4283

HOURS: 45

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.