

COURSE IN MARKETING, PUBLIC RELATIONS, AND PROTOCOL

ADVERTISING MARKETING

GENERAL OBJECTIVE OF THE COURSE

To provide students with the necessary, fundamental, and specific knowledge related to advertising and its environment within the strategic marketing planning.

To prepare them in the use of techniques, models, and instruments that allow them to reason and satisfactorily solve any professional activity related to this area.

To improve oral and written communication skills, organizational capacity, and teamwork.

COURSE TOPICS AND SUBTOPICS

TOPIC 1.- COMMUNICATION AND MARKETING

1.1.- Concept of communication

1.2.- Process and types of communication

1.3.- Elements of the communication process

1.4.- Communication in the Marketing Mix

1.5.- Digital communication - new communication measures (Instagram, TicToc, Clubhouse, Minds, etc.)

1.6.- The era of "fake news" and moderation (the phenomenon of "filter bubbles")

Work: The culture of cancellation or "digital death"

TOPIC 2.- ADVERTISING

2.1.- Definition

2.2.- Advertising determinants

2.3.- The Plan of Image and Integral Communication (PICI)

2.4.- Historical milestones of advertising

Work: Workshop on the analysis of historical advertising milestones



TOPIC 3.- ADVERTISING AND ENVIRONMENT

- 3.1.- Economic effects of advertising.
- 3.2.- Society and advertising.
- 3.3.- Various discourses affecting advertising.

Practice: Analysis of brands' reaction to the pandemic and BLM.

TOPIC 4.- THE CONSUMER

- 4.1.- Characteristics and changes in the consumer.
- 4.2.- Generation Y, Z, A, and advertising.
- 4.3.- Segmentation.
- 4.4.- Segmentation in the digital environment.
- 4.5.- Workshop "5 million followers on Instagram." Analysis of Sun Yi's discourse.

Work: Group Final Project (Part 1): Consumer Analysis

TOPIC 5.- ADVERTISING AND MARKETING RESEARCH

- 5.1.- Elements and methodology.
- 5.2.- Pre-test and post-test of advertisement. Reality and multinational corporations.
- 5.3.- Audience studies.
 - 5.3.1.- General Media Study (EGM)
 - 5.3.2.- Audiences.
 - 5.3.3.- Investments in media.
- 5.4.- Effects on purchasing decisions.
- 5.5.- Positioning.
- 5.6.- Competitor analysis.

Practice: Group Final Project (Part 2): Market Research Development.

TOPIC 6.- DEVELOPMENT OF ADVERTISING STRATEGY IN MARKETING STRATEGY

- 6.1.- The briefing.

6.2.- Sequence of determining the advertising strategy. Practice: Group Final Project (Part 3): Development of the Advertising Strategy.

TOPIC 7.- ADVERTISING MEDIA, ADVANTAGES, AND DISADVANTAGES

7.1.- Definition.

7.2.- Digital media.

7.2.1. SEO workshop.

7.2.2. Content creation workshop.

7.3.- Print media.

7.4.- Radio.

7.5.- Audiovisual media.

7.5.1.- Film.

7.5.2.- Television.

7.5.3.- Alternative systems.

7.6.- Outdoor advertising.

7.7.- Direct advertising.

7.8.- Sponsorship and patronage.

7.9.- The client is the communication medium.

Practice: Group Final Project (Part 4): Development of the Communication Media of the Project.

TOPIC 8.- ADVERTISING CREATION

8.1.- Creation sequence.

8.2.- Creative concepts.

8.3.- Theories about creativity.

EVALUATION CRITERIA

Individual practices and attendance: 20%

Group work: 20%

Final Project: 60%

BIBLIOGRAPHY

Medina, A. *Introducción a la publicidad*, ED. Pirámide, 2015

Díez de Castro, E. C., Martín Armario E. y Sánchez Franco, M. J. *“Comunicaciones de Marketing. Planificación y control”*, Ed. Pirámide S.A. 1ª edición. Madrid 2.002.

Rodríguez del Bosque, I y De la Ballina J. *“Comunicación Comercial: conceptos y aplicaciones”*. Ed. Civitas.

Lambin, J-J., *“Marketing Estratégico”*, ESIC, Madrid 2003.

Kotler, P., *“Dirección de Marketing”*, Prentice-Hall, 12ª Ed. (en castellano).

Dawar, N. (2018), *“Marketing in the Age of Alexa”*, Harvard Business Review, May-June 2018, pp. 80-86.

Other material:

Christy, R. (2019) *“Where are our digital ads really going?”* TED Talks (Youtube)

Levy, P. *“Collective intelligence”*, International journal of Politics Culture and Society, June 2005

Sun Yi. (2020) *“Building and growing your audience on Instagram”*

PUBLIC RELATIONS

GENERAL OBJECTIVE OF THE COURSE

To offer precise knowledge about Public Relations, Protocol, and corporate event management as complementary instruments of Advertising and Marketing in the global promotion strategy of companies and organizations. To provide a practical guide for business events, integrated into selective communication processes, to have an enormous impact on the formation and strengthening of their brand image.

COURSE TOPICS AND SUBTOPICS

A. PUBLIC RELATIONS

1. GENERAL FRAMEWORK OF PUBLIC RELATIONS



- Concept and Basic Principles of Public Relations. Their purposes.
- The Public Relations Professional. Qualities and Qualifications.
- Organizational Environment: The Publics.

2. ORGANIZATION RELATIONS WITH ITS ENVIRONMENT

- Institutional Communication. Concept and facets.
- Institutional and Corporate Image.
- Public Relations within the framework of Integrated Communication.

3. OPERATIONAL DEVELOPMENT OF A PUBLIC RELATIONS CAMPAIGN

- Design.
- Planning.
- Development.

4. THE PUBLIC RELATIONS DEPARTMENT

- Constituent elements.
- Social Responsibility.

5. PUBLIC RELATIONS IN PATRONAGE AND SPONSORSHIP

- Culture as a support for social communication.
- Culture as a support for institutional promotion.

6. PUBLIC RELATIONS WITH THE DIFFERENT PUBLICS OF ORGANIZATIONS

- Internal, intermediate, and external publics.
- Specific publics: shareholders, suppliers, politicians, neighbors, etc.

7. PUBLIC RELATIONS ACTIONS

- Organization of meetings.
- Visits.



- Congresses.
- Fairs and Exhibitions.
- Others.

8. NEW TECHNOLOGIES AND PUBLIC RELATIONS. FUTURE PERSPECTIVE

EVALUATION POLICIES

- First development test with two short questions, group test of maximum five members: Value: 20%
- Second development test with two questions, one short question and one more extensive critical reflection question, group test of maximum five: Value: 20%
- Classroom interventions and participation based on previous readings: Value: 20%
- Final exam with two development questions and critical reflection. Individual development. Value: 40%

BIBLIOGRAPHY

BARQUERO CABRERO, José Daniel y CASTILLO ESPARCIA, Antonio (2016); *Marco teórico y práctico de las relaciones públicas*, Barcelona, ESERP.

DE CASTILLO, Antonio (2010); *Introducción a las Relaciones Públicas, España*, IIRP. Recuperado en: https://www.uma.es/media/files/libropr_1.pdf

DESIATO, Massimo; *Hombre, sujeto y realidad la digitalización*, Caracas, Revista SIC Gumilla, 2010. Recuperado en: http://gumilla.org/biblioteca/bases/biblo/texto/COM2010150_4-9.pdf

DESIATO, Massimo y GUEVARA, Ma. Fernanda (1998); *El hombre en la teoría de la administración. Antropología y ética en el ámbito de la organización y gerencia de empresas*. UCAB.

DI GÉNOVA, Antonio Ezequiel (2016); *Manual de Relaciones Públicas e Institucionales*. Estrategias de comunicación y tácticas relacionales

FERNÁNDEZ FERNÁNDEZ, José Luis (2018); *Empresa y gestión sostenible. Hacia una ética del management*, Digital Reasons.



ICAI ICADE CIHS

GUEVARA, María Fernanda (2019): *Educación y existencia auténtica*. Papeles de Trabajo Entre Paréntesis nº 13. ISSN 2445-2750. Madrid, Entre paréntesis.

LATTUADA, Paola (2011); “*Relaciones Públicas, nuevos paradigmas ¿más dudas que certezas?*”, Dialnet,. Recuperado en:

file:///C:/Users/Fernanda%20Guevara/Downloads/DialnetRelacionesPublicasNuevosParadigmasMasDudasQueCerte5279977.pdf

MARTINEZ SOLANA, Y. (2004). *La Comunicación Institucional*. Análisis de sus problemas y soluciones. Madrid: Fragua.

ROJAS ORDUÑA, Octavio Isaac (2011); *Diseño de una campaña de relaciones públicas*.

Recuperado <https://www.esic.edu/etrends/catalogo/disenio-de-unacampana-de-relaciones-publicas/64>

PROTOCOL

GENERAL OBJECTIVE OF THE COURSE

To offer precise knowledge about Public Relations, Protocol, and corporate event management as complementary instruments of Advertising and Marketing in the global promotion strategy of companies and organizations. Provide a practical guide for business events, integrated into selective communication processes, to have an enormous impact on the formation and strengthening of their brand image.

COURSE TOPICS AND SUBTOPICS

1. THEORETICAL FOUNDATIONS OF CORPORATE COMMUNICATION.

- Communication management.
- Reputation
- Protocol as an integral part of corporate communication

2. PRINCIPLES AND FUNDAMENTALS OF PROTOCOL PRACTICE

- Historical Bases of Protocol.
- Protocol and Etiquette
- Principles and Fundamentals of Protocol.
- Current Importance of Protocol.

3. OFFICIAL PROTOCOL

- International and Diplomatic Protocol.
- State Protocol.
- Institutional Protocol.

4. PROTOCOL IN CORPORATE COMMUNICATION.

- Comprehensive communication strategy
- Events. Strategic communication tool.
- Protocol in external communication. Experiential marketing.
- Protocol in reputation management - Protocol in internal communication

5. PROTOCOL 2.0. SOCIAL MEDIA AND DIGITAL ENVIRONMENTS.

- Protocol in social media management
- Online reputation
- Crisis management on social media

6. INTERNATIONAL BUSINESS PROTOCOL.

- Culture. Low-context and high-context culture -. Asia
- Arab countries
- Africa
- Europe
- Latin America

EVALUATION POLICIES

Final exam (40%)

Tasks and practical exercises (40%)

Active participation in class (20%)

BIBLIOGRAPHY

- Cuadrado Esclapez, Carmen. *Protocolo y comunicación en la empresa y los negocios* (8ª ed) FC editorial, 2017.
- Cees B.M. van Riel and Charles J. Fombrun. *Essentials of Corporate Communication : Implementing Practices for Effective Reputation Management*. Ed Taylor & Francis Ltd (2007).
- Molina Cañabate, Juan Pedro. *Comunicación Corporativa*. Guía de supervivencia. Editorial Grupo 5. (2017).
- Fernández Souto, Ana Belén; Bernácer Sales, Teresa; Castellanos Medina, Deva y Romero Ania, Alberto. *El protocolo internacional en la globalización económica*. Editorial UOC, S.L. (2010).
- Benito Sacristán, Pilar. *Guía de Estilo, Protocolo y Etiqueta en la Empresa* Editorial CissPraxis (2011).
- Mejía Llano, Juan Carlos. *La guía del Community Manager: estrategia, táctica y herramientas*. Anaya Multimedia (2013).
- Lázaro Ávila. María. *Community manager. La guía definitiva (Social Media)* Anaya Multimedia (2019).
- Llamazares Garcia-Lomas, Olegario, *Protocolo Internacional de Negocios*. Ed. Global Marketing. (2014).
- Berceruelo, Benito y Estudio de Comunicación. *Comunicación Empresarial*. Estudio de Comunicación (2016).
- Herrero, Julio Cesar y Campos Garcia de Quevedo, Gloria. *El Necesario Protocolo en la comunicación Organizacional*. Revistas Icono 14 (2010).
- Hunt Chaney, Lillian and Saint Clair Martin, Jeanette. *The essential Guide to the business etiquette*. Ed Praeger Publishers (2007).
- Antti Tenhiala, Fabrizio Salvador. *When Communication Should Be Formal* MIT Sloan Management Review (July 2018).