

**COURSE DATA****DATA SUBJECT****Code:** 40103**Name:** Promotional communication**Cycle:** Master's Degree**ECTS Credits:** 5**Academic year:** 2026-27**STUDY (S)**

Degree	Center	Acad. year	Period
2114 - Master's Degree in Marketing and Market Research	Facultat d'Economia	1	Second quarter

**SUBJECT-MATTER**

Degree	Subject-matter	Character
2114 - Master's Degree in Marketing and Market Research	Specialty in communication	ELECTIVES

**COORDINATION**

RUIZ MAFE CARLA

**SUMMARY**

In the subject of Promotional Communication, the functioning of various communication variables other than advertising will be analysed. An attempt will be made to show the student the importance of the communication tools that are usually called *below the line*. Secondly, and more specifically, the study of decisions involving the use of sales promotion, an important tool within the communication mix of the company that leads, in many cases, to be part of the budget of the company. communication with advertising. Third, the student will be introduced in the field of public relations, direct marketing, sponsorship and patronage, and fairs and exhibitions. It is, in short, to familiarize the student with certain communication tools that have gained momentum in recent years, as a result of advertising saturation, such as direct marketing, as well as with others that, although they have a long tradition in the business world, the student as a consumer may pass unnoticed but still represent an important value for the company; it's about public relations, sponsorship or fairs.

The objective is to provide the student with the knowledge related to the Management of Promotional Marketing Communication both in its theoretical and practical dimensions, in order to assist the marketing management in the messages and means to be selected through various communication techniques promotional



## PREVIOUS KNOWLEDGE

### RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

### OTHER REQUIREMENTS

No enrolment restrictions have been specified with other subjects of the curriculum.

In relation to other subjects of the same degree, no enrolment restrictions have been specified with other subjects of the curriculum. The previous knowledge is that of access to the Master

## COMPETENCES / LEARNING OUTCOMES

### 2114 - Master's Degree in Marketing and Market Research

Be able to integrate new technologies in their professional and/or research work.

Critically analyse one's own work and that of colleagues.

Diseñar mecanismos de control sobre las decisiones de marketing e investigación comercial e implementar posibles medidas correctoras.

Have a proactive attitude towards possible changes that may occur in their professional and/or investigative work.

Know how to write and prepare presentations to present and defend them later.

Poseer las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo.

Presentar documentos e informes en marketing e investigación comercial.

Realizar una adecuada segmentación y selección del público objetivo.

Redactar documentos e informes en marketing e investigación comercial.

Saber aplicar los conocimientos adquiridos y ser capaces de resolver problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio.

Saber comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades.

Saber presentar en público los objetivos del plan de marketing y responder a las críticas de otros, mediante juicios argumentados y defenderse con rigor y tolerancia.

Saber realizar las labores propias de su profesión, tanto en empresas privadas como en organismos públicos.



Saber trabajar en equipo con eficacia y eficiencia.

Ser capaces de buscar, ordenar, analizar y sintetizar la información, seleccionando aquella que resulta pertinente para la toma de decisiones.

Ser capaces de definir la estrategia de posicionamiento.

Ser capaces de integrar conocimientos y enfrentarse a la complejidad de formular juicios a partir de una información que, siendo incompleta o limitada, incluya reflexiones sobre las responsabilidades sociales y éticas vinculadas a la aplicación de sus conocimientos y juicios.

Ser capaces de tomar decisiones tanto individuales como colectivas en su labor profesional y/o investigadora.

Students should possess and understand foundational knowledge that enables original thinking and research in the field.

## DESCRIPTION OF CONTENTS

### 1. FIRST PART: COMPANY AND PROMOTIONAL COMMUNICATION

#### Topic 1 ¿ Promotional Communication: Evolution and New Trends

- 1.1. New trends in promotional communication
- 1.2. Communication: concept, process, and types
- 1.3. Promotional communication tools
- 1.4. Integrated marketing communication
- 1.5. The communication plan

### 2. SECOND PART: CLASSIC PROMOTION TOOLS

#### Topic 2 ¿ Sales Promotion and Its Techniques

- 2.1. Concept of sales promotion: objectives and types
- 2.2. Planning, evaluation, and control of sales promotions
- 2.3. Sales promotion techniques

#### Topic 3 ¿ Direct and Interactive Marketing

- 3.1. Concept of direct marketing and applications
- 3.2. Direct marketing formats
- 3.3. Design of viral marketing campaigns

#### Topic 4 ¿ Trade Fairs

- 4.1. Objectives of participating in trade fairs
- 4.2. Selecting the appropriate fair
- 4.3. The exhibition stand
- 4.4. Planning, organizing, and controlling trade fairs and exhibitions



**Topic 5 ¿ Public Relations and Sponsorship**

- 5.1. Concept and objectives of public relations
- 5.2. Company audiences and types of public relations
- 5.3. Public relations techniques
- 5.4. Concept of sponsorship
- 5.5. Planning, evaluation, and control of sponsorships

**Topic 6 ¿ Promotional Communication and Corporate Social Responsibility**

- 6.1. Concept of Corporate Social Responsibility (CSR)
- 6.2. Communicating CSR initiatives
- 6.3. CSR communication techniques

**3. SEMINAR: BRANDED ENTERTAINMENT**

**Branded Entertainment**

- 1. Brand entertainment and marketing communications

Hybrid messages

Objectives and effectiveness measurement

- 2. Genres

From product placement to advertainment

Advergaming

Transmedia branding

- 3. Gamification

**WORKLOAD**

**PRESENCIAL ACTIVITIES**

Activity	Hours
Theory	30,00
Seminar	9,00



Group work	2,00
<b>Total hours</b>	<b>41,00</b>

## NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	6,50
Individual or group project	10,00
Independent study and work	7,50
Preparation of lessons	45,00
Preparation for assessment activities	21,50
Resolution of case studies	0,00
<b>Total hours</b>	<b>90,50</b>

## TEACHING METHODOLOGY

The teaching methodology will be based on:

- Theoretical classes through participatory lectures
- Discussion of articles (readings)
- Project development
- Expert conferences
- Group work

The proposed methodology can be developed both in person and remotely if the circumstances require it.

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## EVALUATION

Final exam: 40%

Group work: 30% (including oral presentation)

Continuous assesment: 25%

Seminar BRAND ENTERTAINMENT: 5%

If necessary, the weight of academic assignments may be increased, to adjust to possible teaching situations until reaching 100% of the grade.

## REFERENCES

### Basic bibliography



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- Marketing insights: La respuesta del comercio a las tendencias sociales del consumidor (2017). (Ed. Trespalacios, J.A.; Vázquez, R.; Estrada, E. y González, C.), Cátedra Ramón Areces, Oviedo.
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