

**COURSE DATA****DATA SUBJECT****Code:** 46790**Name:** International marketing communication**Cycle:** Master's Degree**ECTS Credits:** 7.5**Academic year:** 2026-27**STUDY (S)**

Degree	Center	Acad. year	Period
2268 - Master's Degree in International Business Management	Facultat d'Economia	1	Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2268 - Master's Degree in International Business Management	International marketing communication	ELECTIVES

COORDINATION

MIQUEL ROMERO MARIA JOSE

BIGNE ALCAÑIZ JOSE ENRIQUE

SUMMARY

Planning, management, evaluation and use of advertising, sales promotion and related techniques from an international perspective.

PREVIOUS KNOWLEDGE**RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE**

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

OTHER REQUIREMENTS

Students will have completed a degree or degree that has given him skills in business management. Students have taken the subjects of the first semester of the master.

COMPETENCES / LEARNING OUTCOMES

**2268 - Master's Degree in International Business Management**

Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.

DESCRIPTION OF CONTENTS**1. INTEGRATED MARKETING COMMUNICATION: FUNDAMENTALS****2. ADVERTISING****3. SALES PROMOTION****4. SALES AND SALES MANAGEMENT****5. OTHER PROMOTIONAL TOOLS****WORKLOAD****PRESENCIAL ACTIVITIES**

Activity	Hours
Tutorials	7,50
Theory	33,00
Seminar	9,00
Classroom practices	22,50
Total hours	72,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	40,50
Independent study and work	75,00



Preparation of lessons	0,00
Preparation for assessment activities	0,00
Resolution of case studies	0,00
Total hours	115,50

TEACHING METHODOLOGY

The learning experience will include:

Lectures and tutorials, where it is present and explain the theory, models and techniques.

Seminars, to develop and discuss communication campaigns, case studies and reports of communication.

Group tutorials to develop step by step a campaign of Integrated Marketing Communication (IMC). Students will have to discuss and report on their campaigns IMC, applying the theoretical basis.

Readings, search for information, written reports and oral presentations.

EVALUATION

a) Class participation	10%
b) Weekly assignments, both individual and teams	30%
c) Team project (TP)	30%
d) Final exam	30%

REFERENCES

- P. De Pelsmacker; M. Geuens and Van den Bergh (2021): Marketing Communications. A European Perspective. 7th Edition, Pearson.



- J.C. Andrews and T. A. Shimp (2017): Integrated Marketing Communication in Advertising and Promotion. International Student Edition, Thomson South-Western. 10th Edition.
- Arens, W.F. and Weigold, A. (2021). Contemporary Advertising. Irwin McGraw Hill International 16th Edition
- Belch, G.E.; Belch, M.E (2021): Advertising and Promotion: An Integrated Marketing Communications Perspective, 12th edition, with PowerWeb. McGraw-Hill/Irwin