



Information about the subject

Degree: Bachelor of Science Degree in Business Administration and Management

Faculty: Faculty of Legal, Economic and Social Sciences

Code: 302001 **Name:** Communication Strategy

Credits: 6,00 **ECTS** **Year:** 3 **Semester:** 2

Module: Marketing

Subject Matter: Marketing Tools **Type:** Elective

Department: Economics, Business Management, and Marketing

Type of learning: Classroom-based learning / Online

Languages in which it is taught: English, Spanish

Lecturer/-s:

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Module organization

Marketing

Subject Matter	ECTS	Subject	ECTS	Year/semester
Marketing Principles	12,00	Marketing I	6,00	1/2
		Marketing II	6,00	2/1
Marketing Tools	18,00	Communication Strategy	6,00	3/2
		Customer Relationship Management	6,00	4/1
		Marketing Plan	6,00	3/1
Logistics and International Business	12,00	Logistics and Distribution Management	6,00	3/2
		Managing International Business	6,00	3/2

Recommended knowledge

No needed.



Learning outcomes

At the end of the course, the student must be able to prove that he/she has acquired the following learning outcomes:

- R1 Demonstrate possession and understanding of knowledge in a field of study that builds upon general secondary education, typically reaching a level supported by advanced textbooks and including aspects that involve knowledge from the forefront of the field. [RAB1]
- R2 Apply their knowledge correctly to their work or vocation in a professional manner and be able to develop and defend arguments and solve problems within their field of study. [RAB2]
- R3 Be able to gather and interpret relevant data (usually within their field of study) to make judgments that include reflections on relevant social, scientific, or ethical issues. [RAB3]
- R4 Be able to use Information and Communication Technologies (ICT) to search, store, process, and present information securely and efficiently, as well as to interact and collaborate with other stakeholders in academic and professional settings. [RAG1]
- R5 Be able to relate to and collaborate with others in a respectful, empathetic, and assertive manner, recognizing and valuing different disciplines, diversity, and interculturality, and managing conflicts that may arise constructively. [RAG7]
- R6 Be able to understand existing technology and new technologies that affect the field of business administration and management, as well as evaluate their impact on the creation, development, and competitiveness of new or future markets. [RAE4]



Assessment system for the acquisition of competencies and grading system

Assessed learning outcomes	Granted percentage	Assessment method
R1, R4	10,00%	Objective Tests
R1, R4	30,00%	Completion of Theoretical-Practical Activities
R4, R5	10,00%	Class Attendance and Participation
R1, R2, R3, R4	50,00%	Final Exam
	0,00%	Participation in Synchronous Communication Activities
	0,00%	Deliverable Activities
	0,00%	Periodic Evaluations Through Online Questionnaires
	0,00%	Participation in Discussion Forums
	0,00%	Final evaluation with essay questions and practical scenarios (In-person activity)

Observations

It is important to note that, in order to calculate the final grade as the average of the final exam and continuous assessment, students must obtain a minimum grade of 5 out of 10 on the exam, and likewise a minimum of 5 out of 10 in continuous assessment. In the second examination period, students who have failed the continuous assessment will be required to take, in addition to the theoretical exam, an additional practical exam on the official examination date. The purpose of this additional exam is to demonstrate that the student has acquired the practical competencies required in the course. In such cases, the final grade for the second examination period will be the average of both exams (theoretical and practical), and it will be necessary to obtain a minimum of 5 out of 10 on each exam in order for the average to be applied.

In accordance with the General Regulations for Evaluation and Grading of Official Degrees and Institutional Programs at UCV, the "single evaluation system" is reserved for cases in which students enrolled in an in-person program are unable to attend classes. It is therefore an extraordinary and exceptional assessment system, available only to those students who, for duly



justified and documented reasons, cannot follow the continuous assessment system and formally request it from the course instructor, who will explicitly accept or deny the request. This request must be submitted within the first 20 days of the semester.

For the course Commercial Communication, the minimum attendance requirement to be eligible for continuous assessment is 70%. If the single evaluation system is granted, assessment will be carried out through a more comprehensive exam (theoretical and practical) on the official examination date, both in the first and second examination periods. Since students opting for this system may not attend classes, they are not allowed to complete or submit any continuous assessment activities, as most of these are carried out during class time. If a student does so, the course will be graded as a fail. The use of any type of Artificial Intelligence tools for assignments or assessment activities is not permitted unless otherwise explicitly authorized by the instructor in specific cases.

CRITERIA FOR AWARDING “HONORS”: According to Article 14.4 of the General Regulations for Evaluation and Grading of Official Degrees and Institutional Programs at UCV, the “Honors” distinction may be awarded to students who obtain a grade equal to or higher than 9.0. The number of distinctions awarded may not exceed five percent of the students enrolled in a given class during the corresponding academic year, except when the number of enrolled students is fewer than 20, in which case a single “Honors” distinction may be awarded.

MENTION OF DISTINCTION:

The mention of “Honors” may be awarded to students who have obtained a grade equal to or greater than 9.0. Their number may not exceed five percent of the students enrolled in a group in the corresponding academic year, unless the number of students enrolled is lower.

Learning activities

The following methodologies will be used so that the students can achieve the learning outcomes of the subject:

- M1 Lecture of contents by the teacher, analysis of competencies, explanation, and demonstration of abilities, skills, and knowledge in the classroom.
- M3 Supervised group work sessions led by the teacher. Study of economic-business cases, both real and fictitious. Meaningful construction of knowledge through student interaction and activity. Critical analysis of values and social commitment.
- M4 Supervised monographic sessions with shared participation.
- M5 Application of interdisciplinary knowledge.



M6 Personalized and small-group attention. Instruction and/or guidance period conducted by a tutor with the aim of reviewing and discussing materials and topics presented in classes, seminars, readings, completion of assignments, etc.

M7 Set of oral and/or written tests used in the initial, formative, or summative assessment of the student.

M9 Group preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., to present or submit in theoretical classes, practical classes, and/or small-group tutorials.

M10 Student study: individual preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., to present or submit in theoretical classes, practical classes, and/or small-group tutorials.

M11 Presentation of content by the teacher, analysis of competencies, explanation, and demonstration of skills, abilities, and knowledge in the virtual classroom.

M12 Group work sessions via moderated chat led by the teacher. Study of economic-business cases, both real and fictitious, to construct knowledge through student interaction and activity. Critical analysis of values and social commitment.

M13 Monographic sessions throughout the course, focused on current aspects and applications of the subject.

M14 Problem-solving, comments, reports, to be submitted at deadlines throughout the course.

M15 Individual attention for monitoring and guidance of the learning process, conducted by a tutor with the objective of reviewing and discussing materials, topics, seminars, readings, completion of assignments, etc.

M16 Participation and contributions to discussion forums related to the subject, moderated by the course instructor.

M17 Set of tests, written or oral, used in the initial, formative, or summative assessment of the student.

M19 Group preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., for dissemination or submission.

M20 Student study: individual preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., for discussion or submission in electronic format.



IN-CLASS LEARNING

IN-CLASS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
On-campus Class M1, M4, M6, M7	R1, R4	50,00	2,00
Practical Class M3, M6, M7	R4, R5	25,00	1,00
Group Project Presentation M3, M7	R5	13,00	0,52
Tutoring M6	R5	4,00	0,16
Evaluation M7	R1, R3, R4, R5	12,00	0,48
TOTAL		104,00	4,16

LEARNING ACTIVITIES OF AUTONOMOUS WORK

	LEARNING OUTCOMES	HOURS	ECTS
Group Work M3, M5, M6, M7	R1, R3, R4, R5	23,00	0,92
Individual Work M5, M6, M7	R1, R3, R4	23,00	0,92
TOTAL		46,00	1,84



ON-LINE LEARNING

SYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Synchronous Virtual Session		12,00	0,48
Synchronous Virtual Practical Session		12,00	0,48
Synchronous Virtual Seminar and Videoconference		2,00	0,08
In-person Assessment		9,00	0,36
Group Work		30,00	1,20
Individual Work		30,00	1,20
TOTAL		95,00	3,80

ASYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Individual Tutoring		15,00	0,60
Discussion Forums		10,00	0,40
Continuous Assessment Activities		30,00	1,20
TOTAL		55,00	2,20



Description of the contents

Description of the necessary contents to acquire the learning outcomes.

Theoretical contents:

Content block	Contents



Commercial Communication

This course is structured into eight thematic units that follow the conceptual sequence of the textbook *Comunicación Comercial* (Sancho Ferrer, 2024), which serves as the primary reference for the development of the course content. Building upon this foundation, sessions will incorporate contemporary examples, case analyses, supplementary materials, and applied activities developed specifically for the course, with the objective of deepening students' understanding of theoretical concepts and fostering a practical approach to commercial communication in contemporary contexts.

Unit 1: Foundations of Commercial Communication

- Business vision of communication as a strategic asset.
- Types of communication: commercial, institutional, and social.
- Internal and external communication in organizations.
- Definition and characteristics of commercial communication: product, conversion, media.
- Creativity as the essence of commercial communication.

Unit 2: Strategic Approach to Commercial Communication

- Definition of commercial strategy and its relationship with the customer.
- Strategic diagnosis: business myopia and PESTEL/SWOT analysis.
- Content obsession: the three Cs (content, community, commerce).
- Strategy development: analysis and diagnosis.
- Corporate reputation as an intangible value.

Unit 3: Tactical Approach to Commercial Communication

- Positioning: the four Ds (definition, differentiation, deepening, defense).
- Tactical construction: execution and measurement.
- Consumer behavior.

Unit 4: Tools and Media for Commercial Communication

- Traditional and digital channels: advertising, social media, content marketing.
- Media selection based on commercial objectives.
- Impact of digitalization on commercial communication.



Unit 5: The Communication Plan

- Structure of a plan: objectives, strategies, tactics, evaluation.
- Integration of internal and external communication.
- Role of the Chief Communications Officer (CCO).

Unit 6: Advertising Innovation and New Media

- Emerging trends: advertainment, branded content, storytelling.
- Impact of artificial intelligence and big data on communication.
- Role of the prosumer in the digital age.

Unit 7: Ethics and Deontology in Commercial Communication

- Difference between communication and manipulation.
- Need for an ethical plan for communication.
- Social impact of commercial communication: responsibility and credibility.

Unit 8: Relationship with Advertising Stakeholders

- Professional profiles: creatives, technicians, account executives, managers.
- Managing interdisciplinary teams with empathy and humility.
- Social value of advertising and its impact on reputation.

Temporary organization of learning:

Block of content	Number of sessions	Hours
Commercial Communication	52,00	104,00



References

Required Readings:

Sancho, J. (2025). *Comunicación comercial: Fundamentos para el gobierno de la comunicación* (2ª ed.). I&J

Referential Bibliography:

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Bassat, L. (2006). *El libro rojo de las marcas*. Random House Mondadori.

Beigbeder, F. (2001). *13,99 euros*. Anagrama.

Corral, L. (2020). *Gana más vendiendo a empresas*. Marcombo.

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Losada Díaz, J. C. (2004). *Gestión de la comunicación en las organizaciones*. [Editorial desconocida].

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Romano, V. (1997). *La formación de la mentalidad sumisa*. Endymion.

Ruiz Collantes, F. X. (2007). Prólogo. En M. Obradors Barba, *Creatividad y generación de ideas* (pp. [páginas]). UAB; Publicacions Jaume I; Publicacions Universitat de València.

Sainz de Vicuña, J. M. (2022). *El plan de marketing en la práctica*. ESIC.

Séneca, L. A. (2009). *Sobre la felicidad (De vita beata)*. Alianza Editorial.

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Tegmark, M. (2018). *Vida 3.0: Qué significa ser humano en la era de la inteligencia artificial*. Taurus.

Sun Tzu. (2008). *El arte de la guerra*. Martínez Roca.