

TEACHING GUIDE
ECONOMIC COMMUNICATION

GRADO EN ECONOMÍA (INGLÉS)

ACADEMIC YEAR 2023-24

Date: 07-07-2023

I.-Subject Identification	
Type	FORMACIÓN BÁSICA
Teaching period	2 course, 1Q semester
Nº of credits	6
Language in wich the subject is taught	English

II.-Presentation
<p>PRESENTATION</p> <p>The subject of “Economic Communication” is a core subject with six credits ECTS (3 hours of weekly assistance). in the first semester of the Second year of the Degree in “Economics”. This subject in the area of Marketing and Market Research, of a character introductory, has the initial objective: to introduce the students of the Degree in Economics in the basic concepts of Marketing tools and decisions. For this reason the subject does not have prerequisites nor does the student need to previous knowledge for the correct use of it. In its development, after an immersion in the notions of the Marketing function, it delves into the different concepts that allow an integrated management of the commercial and corporate communication, as one of the most important functions of current business management. The subject is structured in two parts of five topics each: the first oriented to the basic concepts of Marketing in the field of the market and of the company and the second affects the management of the integrated communication of the company as differentiating asset in current markets. It is intended to prepare students to solve problems of communication of the organization and assume with sufficient knowledge the decision making of this variable. Of this So, once the course is finished, the student should know the advantages and disadvantages of each tool of Communication and be in a position to develop and assess a Communication mix adapted to the needs organizational of the moment.</p>

III.-Competences
<p>Generic competences</p> <p>CT01. Ability to analyse and synthesise CT02. Ability to organise and plan CT03. Oral and written communication in native language CT06. Ability to analyse and search for information from different sources CT15. Ability to learn independently CB02 . That students are able to apply their knowledge to their work or vocation in a professional manner and have the skills that are typically demonstrated through the preparation and defense of arguments and problem solving within their field of study. CB03 . That students have the ability to gather and interpret relevant data (usually within their field of study) to express judgments that include a reflection on relevant topics related to social, scientific or ethical areas.</p>
<p>Specific competences</p> <p>CE01. Ability to put knowledge of economics into practice CE02. Information search and research skills CE04. Ability to communicate economic issues CE09. Understanding of how markets work CE13. Understanding how companies work and decisions are made</p>

IV.-Contents

IV.A.-Syllabus

FIRST PART: BASIC MARKETING CONCEPTS

1. Introduction to Marketing
2. Marketing, the Company and its Environment
3. Strategic Marketing
4. Marketing variables
5. Management of the Communication Variable

SECOND PART: THE MANAGEMENT OF CORPORATE COMMUNICATION

6. Identity, Image and corporate personality
7. Internal communication and external communication
8. External communication: commercial communication.
9. Public Relations and Communication of economic elements of the company
10. Corporate social responsibility

IV.B.-Training activities

Type	Title
Practical / resolution of exercises	Random tests in theoretical/practical class

V.-Student workload		
Lecture classes	40	
Practical classes/resolution of exercises, case studies, etc.	10	
Practical sessions in technological laboratories, hospitals, etc.	0	
Tests	10	
Academic tutorials	18	
Related activities: conferences, seminars, etc.	0	
Preparation of lecture classes	40	
Preparation of practices, exercises, cases studies work	40	
Test preparation	22	
Total student workload	180	
VI.-Methodology and academic programme		
Type	Period	Content
Work placements	Week 1 to Week 17	Class discussion and resolution exercises, case studies and readings recommended.
Tests	Week 1 to Week 17	Written tests. (test type/multichoice)
Master classes	Week 1 to Week 17	Theory classes on the different contents of the agenda.
Academic Tutorials	Week 1 to Week 17	Academic tutorials: resolution of Doubts.

VII.-Assessment methods

VII.A.-Assessment weighting

Continuous ordinary assessment:

The distribution and characteristics of the assessment tests are those described below. Only in exceptional case and for special reasons may the teacher add changes to the Guide. These changes will require the prior consultation with the Subject Head and the prior and explicit authorisation of the Degree Programme Coordinator, who will notify the Vice-Rector's office in charge of Academic Affairs of the modifications made. In any case, the changes proposed must take into account the stipulations of the verified report. In order for these changes to take effect, they must be duly communicated at the start of the course to the students using Aula Virtual.

The combination of activities that are not re-assessable cannot exceed 50% of the subject grade and, in general, cannot have a minimum grade (except for the case of laboratory or clinical work placements, where duly justified), and tests which exceed 60% of the subject weighting cannot be added.

Extraordinary assessment: Students who do not manage to pass the ordinary assessment, or who did not attend, will be subject to completion of an extraordinary assessment to verify their acquisition of the skills established in the guide, only for activities that are re-assessable.

Description of the tests for assessment and their weights.

Ordinary Evaluation:

If the teacher considers that attendance is compulsory, it must be specified precisely. The distribution and characteristics of the evaluation tests are as described below. In the tests that they require, it is also indicated how they would be adapted to respond to the change of scenario established in the University contingency. Only in exceptional and specially motivated cases, the teacher may incorporate adaptations in the Guide. These changes will require, after consulting the Head of the Subject, prior authorization and express of the Degree Coordinator, who will notify the Vice-Rector with competences in matters of Academic Organization the modification made. In any case, the proposed modifications must comply with the provisions of the report verified. For such changes to be effective, they must be duly communicated at the beginning of the course to the students through the Virtual Classroom. The sum of the non-revaluable activities cannot exceed 50% of the grade for the course and, in general, they cannot have minimum grade (except in the case of laboratory practices or clinical practices, when duly justified), no being able to incorporate tests that exceed 60% of the weight of the subject.

Extraordinary evaluation:

Students who fail to pass the ordinary evaluation, or have failed to appear, will be object of carrying out an extraordinary evaluation to verify the acquisition of the skills established in the guide, only of the revaluable evaluation activities.

Description of the evaluation tests and their weighting

- The student's final grade will be the result of the weighted sum of the evaluations.
- It is expressly notified to Erasmus students or students from other universities or provinces studying this subject, that under no circumstances exams will be held outside the scheduled dates and official dates. So it is obligation of the student, to know if they are feasible, before enrolling, the dates of delivery of the subject and of planned examinations.
- Students with Academic Dispensation or Erasmus must compulsorily contact the teacher of the subject from the beginning of the course.

ORDINARY CALL:

-To pass the subject, a minimum grade of 5/10 must be obtained in each of the revaluable activities. If the student does not pass any of the two exams with a minimum grade of 5/10, they must be re-evaluated with all the subject (all topics) in the extraordinary call.

40% test type exam: Revaluation. Minimum grade 5/10.

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20% Written practical test: Not revalued.

EXTRAORDINARY CALL:

- In the extraordinary call, non-revalued activities will not be revalued.
- If the student does not pass any of the two exams in the ordinary call with the minimum grade of 5/10, they must be re-evaluated of all the subject (all topics) in the extraordinary call.
- To pass the subject, the student must obtain a minimum grade of 5/10 in all the exams of the extraordinary call.
- The extraordinary evaluation will be carried out according to the official URJC calendar.

Evaluation of students with academic exemption from class attendance

In order for a student to be eligible for this evaluation, they will have to obtain the 'Academic Waiver of class attendance' for the subject, which you will have requested from the Dean or Director of the Center that teaches your degree. The Academic Waiver may be grant as long as the peculiarities of the subject allow it. Once the notice has been granting of the Academic Waiver, the teacher must inform the student through the Virtual Classroom about the evaluation established in each case.

Review of evaluation tests

In accordance with the exam claim regulations of the Rey Juan Carlos University.

Handicapped students or special educational needs

Curricular adaptations for students with disabilities or special educational needs, in order to guarantee equal opportunities, non-discrimination, universal accessibility and the greatest guarantee of academic success will be established by the Unit for Attention to Persons with Disabilities by virtue of the Regulations that regulate the service for Attention to Students with Disabilities, approved by the Governing Council of the Rey Juan Carlos University.

The issuance of a report of curricular adaptations by said Unit will be a requirement for this, for which the students with disabilities or special educational needs should contact her, in order to jointly analyze the different alternatives.

Academic Conduct, Integrity and Academic Honesty

Rey Juan Carlos University is fully committed to the highest standards of integrity and honesty therefore, studying at URJC means assuming and subscribing to the values of integrity and academic honesty collected in the Code of Ethics of the

means assuming and subscribing to the values of integrity and academic honesty collected in the Code of Ethics of the University (<https://www.urjc.es/codigoetico>). To accompany this process, the University has the Regulations on academic conduct of the Rey Juan Carlos University (https://urjc.es/images/Universidad/Presentacion/normativa/Normativa_conducta_academica_URJC.pdf) and from different tools (anti-plagiarism, supervision) that offer a collective guarantee for the complete development of these values essential.

VII.B. Assessment of students with an academic exemption

Student who wish to opt for this assessment will have to get an academic exemption for the subject, which they will have to request from the Dean or Director of the Centre which teaches their course. An academic exemption may be granted where the subjects own characteristics allow for it.

Subject with the possibility of an exemption: Yes

VII.C. Review of assessment tests

In accordance with the exam appeal regulations of the Universidad Rey Juan Carlos.

VII.D.-Students with a disability or special educational needs

Curricular adaptations for students with a disability or special educational needs will be determined by the Disabled Students Support Department, in accordance with the regulations governing the Disabled Students Support service, approved by the Universidad Rey Juan Carlos Council, in order to guarantee equal opportunities, inclusive treatment, universal accessibility and a greater guarantee of academic success.

For this purpose, this Department will have to issue a curricular adaptation report, therefore students with disabilities or special educational needs must contact the Department to analyse the different alternatives together.

VII.E.-Academic behaviour, academic integrity and honesty

The Universidad Rey Juan Carlos is completely committed to the highest standards of academic integrity and honesty. Therefore, studying at the URJC means you accept and agree to the academic integrity and honesty values described in the University's Code of Ethics. In order to monitor this procedure, the University has Regulations on academic behaviour at the Universidad Rey Juan Carlos and uses different tools (anti-plagiarism, supervision?) which provides a collective assurance that these essential values are completely developed

VII.-Bibliography

Referecence Generic

Principles of Marketing (14th edition) Author: KOTLER, P. &ARMSTRONG, G. Publisher: Pearson Education (2012)
 Essentials of Marketing Author:BRASSINGTON, F. &PETTITT, S. Publisher:Prentice Hall
 Principles and Practice of Marketing (5th edition) Author:JOBBER, D. Publisher:McGraw Hill
 Principles &Practice of Marketing Author:BLYTHE, J Publisher: Thomson
 Marketing Management ((12th edition) Author:KOTLER, P. &LANE KELLER, K. Publisher:Pearson Prentice Hall
 Marketing (7th edition) Author:KERIN, R.; BERKOWITZ, E.; HARTLEY, S. &RUDELIUS, W. Publisher: Irwin/McGraw-Hill
 Principles of Marketing: European Edition (4th edition) Author:KOTLER, P.; WONG, V.; SAUNDERS, J. &ARMSTRONG, G. Publisher:Financial Times/ Prentice Hall
 Basic Marketing: A Marketing Strategy and Planning Approach (17th edition) Author:PERREAULT, JR., W.D.; CANNON, J.P. &MCCARTHY, E.J. Publisher: Irwin/McGraw Hill.
 Marketing: Real People, Real Choices (5th edition) Author:SOLOMON, M.R. Publisher: Pearson
 Business Communication Essentials: International Version (4th edition) Author:Courtland Bovee and John V. Thill Publisher:Pearson Higher Education (2010)
 Introduction to Marketing Author:PALMER, A. Publisher:Oxford University Press (2009)
 Marketing 4.0: Moving From Traditional to Digital. Philip Kotler, Hermawan Kartajaya and Iwan Setiawan (2017)
 Política de producto. ESIC Editorial. Iglesias, S. D. (2022)

Reference literature

IX.-Lecturers/Teachers/Professors

Lecturer/teacher/professor´s name	SUSANA DIAZ IGLESIAS
E-mail address	susana.diaz@urjc.es
Department/field	Economía de la Empresa
Category	Profesor/a Ayudante Doctor/a
Academic qualifications	Doctor
Subject Coordinator	Yes
Academic tutorial timetable	Para consultar las tutorias póngase en contacto con el/la profesor/-a a través de correo electrónico
Nº of Quinquenios	1
Nº of Sexenio	0
Nº period for technology transfer	0
Stretch Docentia	2