



**universidad
de león**

Educational guide

2016_17

Subject BUSINESS COMMUNICATION POLICY Code 00512037

Study programme GRADO EN COMERCIO INTERNACIONAL

Descriptors Credit. Type Year Period First

6 Optional

Language

Prerequisites

Department DIREC.Y ECONOMIA DE LA EMPRESA

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Web http://

General description

Tribunal titular		
Cargo	Departamento	Profesor
Presidente	DIREC.Y ECONOMIA DE LA EMPRESA	CERVANTES BLANCO , MIGUEL FRANCISCO
Secretario	DIREC.Y ECONOMIA DE LA EMPRESA	GONZALEZ FERNANDEZ , ANA MARIA
Vocal	DIREC.Y ECONOMIA DE LA EMPRESA	MUÑIZ MARTINEZ , NORBERTO
Tribunal suplente		
Cargo	Departamento	Profesor
Presidente	DIREC.Y ECONOMIA DE LA EMPRESA	VAZQUEZ BURGUETE , JOSE LUIS
Secretario	DIREC.Y ECONOMIA DE LA EMPRESA	LLAMAS ALONSO , MARIA ROSA
Vocal	DIREC.Y ECONOMIA DE LA EMPRESA	SULE ALONSO , MARIA ARANZAZU

Code	Competencias
A6650	
A6655	
A6658	
A6664	
A6666	
B787	
B788	
B789	
B791	
B796	
B798	
B799	
C4	
C5	

Learning aims		
	Competences	
A6655	B787	C4
A6658	B788	C5
	B789	
A6650	B787	C4
A6664	B788	C5
A6666	B789	
	B791	
	B796	
	B798	
	B799	
A6664	B787	C4
A6666	B788	C5
	B789	
	B791	
	B796	
	B798	
	B799	
A6664	B787	C4
	B788	C5
	B789	
	B791	
	B796	
	B798	

A6658	B799	
A6664	B787	C4
A6666	B788	C5
	B789	
	B791	
	B796	
	B798	
	B799	
A6658	B787	C4
A6664	B788	C5
A6666	B789	
	B791	
	B796	
	B798	
	B799	

Contents	
Topic	Sub-topic

Planning			
Methodologies :: Tests			
	Class hours	Hours outside the classroom	Total hours
Problem solving, classroom exercises	9	0	9
.....
Case study	9	0	9
Assignments	22	0	22
Presentations / expositions	6	0	6
Personal tuition	25	0	25
.....
Lecture	68	0	68
.....
Mixed tests	11	0	11

(*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies

Methodologies ::

Description
Problem solving, classroom exercises
Case study
Assignments
Presentations / expositions
Personal tuition
Lecture

Personalized attention

Description
Personal tuition

Assessment

Description	Qualification
Mixed tests	100%

Other comments and second call

Sources of information

Basic	<ul style="list-style-type: none"> ■ Chris Fill, Graham Hughes, Scott de Francesco, Advertising (2013), Pearson, ■ George E. Belch, Michael A. Belch, Advertising and Promotion (2012), McGraw-Hill, ■ Terence A. Shrimp, J. Craig Andrews, Advertising, Promotion, and other aspects of Integrated Marketing Communications(2013), South-Western Cengage Learning, ■ Kenneth E. Clow, Donald Baack, Integrated Advertising, Promotion, and Marketing Communications (2014), Pearson, ■ Patrick De Pelsmacker, Maggie Gevens, Joeri Van Den Bergh, Marketing Communications(2013), Pearson,
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Complementary

- Tracy Tuten, Michael Solomon, Social Media Marketing, Pearson,
- Kevin Keller, Tony Aperia, Mats Georgson, Strategic Brand Management. A European Perspective, Pearson,

Recommendations