



**SUBJECT SYLLABUS**

**ACADEMIC OVERVIEW**

**INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES**

**SUBJECT NAME AND CODE: MARKETING COMMUNICATION SCIENCE**

**LEVEL OF STUDY: Undergraduate Program**

<b>GENERAL ACADEMIC INFORMATION</b>			
<b>LATEST UPDATE</b>	2016-2		
<b>ACADEMIC AREA</b>	Marketing		
<b>SUBJECT TYPE</b>	Elective		
<b>CREDIT POINTS</b>	2		
<b>PRE-REQUISITES</b>	Marketing Foundations		
<b>LANGUAGE</b>	English		
<b>INTERNATIONAL CONTENT</b>	<ul style="list-style-type: none"> <li>• Readings taken from international journal articles</li> <li>• Reading materials in English</li> <li>• Research tasks on intercultural contexts</li> <li>• Development of projects with international or intercultural focus</li> <li>• Foreign speakers or professors visiting the classroom or participating online</li> <li>• International cases are used and compared against national reality</li> <li>• International bibliography is used</li> </ul>		
<b>COURSE DETAILS</b>			
<b>COURSE DESCRIPTION</b>	To apply consumer scientific research for analyzing and designing communication campaigns in the strategic planning of marketing.		
<b>COMPETENCES DEVELOPED</b>	<b>Competence</b>	<b>Emphasis</b>	<b>Intended Learning Outcome (ILO)*</b>
	Identifying and evaluating new trends in marketing communications analysis	Skill	ILO 01 ILO 02 ILO 03 ILO 05 BIMLA ILO 07
	Assessing communication alternatives for value propositions of the products offered in the market according to consumer analysis	Skill	ILO 01 ILO04 BIMLA ILO 06 BIMLA ILO 07
	Evaluating and applying consumer cognition analysis to make integrated communication	Context	ILO 02 ILO 05 BIMLA ILO06

	decisions ethical with the consumer, the environment and the organization		BIMLA ILO 07 BIMLA ILO 08
	<p><b>* Intended Learning Outcome</b></p> <p>ILO01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.</p> <p>ILO02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.</p> <p>ILO03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.</p> <p>ILO04: Ethics &amp; Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions.</p> <p>ILO05: Understand principles and concepts of administration: Demonstrate specific knowledge in the field according to the level of study (Bachelor).</p> <p>BIMLA ILO06: Apply technical skills associated with marketing and logistics in the decision making process of the firm.</p> <p>BIMLA ILO07: Understanding marketing tendencies and demonstrating ability to identify critical components in value chains</p> <p>BIMLA ILO08: Communication: Communicate effectively in written and spoken manner in Spanish, English, and a third language.</p>		
<p><b>COURSE CONTENTS</b></p>	<p>1: The building blocks of emotion          2: Neurobiology of emotion          3: Taxonomy of emotion and emotional experience          4: Brand strategies according to their emotional component          5: Emotional mix and visual resources          6: Integrating emotion and sensory research to improve advertising</p>		
<p><b>METHODOLOGY</b></p>	<p>Lecture          Theoretical classes          Participative classes :Small Groups Discussion and Course Discussions          Workshops          Practical Exercises          Project based Learning          Written tests, essays, presentations and integral projects</p>		
<p><b>ASSESSMENT</b></p>	<p>As part of the assessment activities, the teacher may take into account the following alternatives that fall within the conception of competency learning:</p> <ul style="list-style-type: none"> <li>• Presentations or oral midterm exams: from the contents developed in the course, the student will deliver an argumentative presentation in which the</li> </ul>		

	<p>management of the subject, project or assignment previously assigned by the teacher is evidenced. This evaluation aims at demonstrating good management of language, communicative, argumentative, analytical and integration skills.</p> <ul style="list-style-type: none"><li>• Written Midterm Exam. When designing this instruments, the teacher may include in the problem-based analysis and case method. Written examinations must have as core aim the implementation and generalization of the course contents in specific situations.</li><li>• Capstone (or integrative project). Based on the course topics, the teacher can develop an integrative project that allows the student to articulate, implement and generalize the given content to specific situations or organizations. It allows the students to have practical experiences that simulate the usefulness and implementation of the course.</li></ul>
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