

**SUBJECT SYLLABUS  
ACADEMIC OVERVIEW  
INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES**

**COURSE NAME AND CODE: Communication Science for Marketing (3906CSMK3)**

**PROGRAM:**

Bachelor of Business Administration (BBA),  
Bachelor of Administration & Service (BA&S)  
Bachelor of International Business (BIB)

Bachelor of International Marketing & Logistics Administration  
(BIMLA)  
Bachelor of Economics & International Finance (BEIF)  
Bachelor of Gastronomy (GAS)

**LEVEL OF STUDY: Undergraduate Programme**

GENERAL ACADEMIC INFORMATION			
<b>LATEST UPDATE</b>	2020-2		
<b>ACADEMIC DEPARTMENT</b>	Marketing		
<b>SUBJECT TYPE</b>	Elective/Emphasis		
<b>LANGUAGE</b>	English		
<b>SEMESTER</b>	Programme	Semester	
	BBA	Elective	
	BA&S	Elective	
	BIB	Emphasis	
	BIMLA	Elective	
	BEIF	Elective	
	GAS	Elective	
<b>NUMBER OF ACADEMIC CREDITS</b>	2		
<b>HOURS OF ACADEMIC WORK</b>	96		

<b>CONTACT HOURS</b>	32					
<b>HOURS OF INDEPENDENT/AUTONOMOUS WORK</b>	64					
<b>LEARNING PREREQUISITES</b>	<ul style="list-style-type: none"> <li>• English V</li> <li>• Marketing fundamentals</li> </ul>					
<b>INTERNATIONAL COMPONENT</b>	<ul style="list-style-type: none"> <li>• National and international standards, policies, regulations and mores related to the professional field.</li> <li>• Vocabulary and technical language to communicate in different cultural contexts.</li> </ul>					
<b>SUSTAINABLE DEVELOPMENT GOALS (SDG)</b>	SDG: 4. Quality Education					
<b>COURSE DETAILS</b>						
<b>COURSE DESCRIPTION</b>	Apply consumer scientific research for the analysis and design of communication campaigns in strategic marketing planning.					
<b>KEY WORDS:</b>	Marketing, communication, science, strategy.					
<b>COMPETENCES DEVELOPED</b>	<b>EICEA ILOS or Programme ILOS</b>	<b>Course ILOS</b>	<b>Type</b>	<b>Content</b>	<b>Teaching and Learning strategy</b>	<b>Assessment Method</b>
	<b>ILO 01 ILO 02 ILO 03 ILO 05 BIMLA ILO 08</b>	<b>Knows and applies</b> the fundamentals of marketing and creation of customer value in the context of scientific research in the local and global market.	Knowledge	Topic 1: The Building Blocks of Emotion Topic 2: The neurobiology of emotion Topic 3: Taxonomy of emotion and ex	Theoretical Class	Formative Assessment
		<b>Identifies and evaluates</b> new trends in marketing communications analytics.	Skill		Discovery Based Learning	Formative and Summative Assessment

	<b>ILO 01</b> <b>ILO 04</b> <b>BIMLA ILO 07</b> <b>BIMLA ILO 08</b>	<b>Values</b> communication alternatives for the value propositions of the products offered to the market according to the consumer analysis.	Knowledge	Topic 4: Brand strategies according to their emotional component Unit 5: Emotional mix and visual resources.	Theoretical Class	Formative Assessment
	<b>ILO 02</b> <b>ILO 05</b> <b>BIMLA ILO 07</b> <b>BIMLA ILO 08</b> <b>BIMLA ILO 09</b>	<b>Evaluates and applies</b> the analysis of consumer cognition to make integrated communication decisions in an ethical way with the consumer, the environment and the organization.	Knowledge	Topic 6: Integration of emotion and sensory research to improve advertising	Theoretical Class	Formative Assessment
<p>ILO 01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.</p> <p>ILO 02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.</p> <p>ILO 03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.</p> <p>ILO 04: Ethics &amp; Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions.</p> <p>ILO 05: Business Analytics: Interpret data sets according to their different patterns, trends and scenarios using analytical tools that create value in organizations.</p> <p>BIMLA ILO 07: Apply technical skills in marketing and logistics: Apply technical skills associated with marketing and logistics in the decision making process of the firm.</p> <p>BIMLA ILO 08: Understanding marketing tendencies in value chains: Understanding marketing tendencies and demonstrating ability to identify critical components in value chains.</p> <p>BIMLA ILO09: Communication: Communicate effectively in written and spoken manner in Spanish, English, and a third language.</p>						
<b>BIBLIOGRAPHY</b>	<ul style="list-style-type: none"> <li>• Barrett, LF, Mesquita, B., Ochsner, KN, y Gross, JJ (2007). La experiencia de la emoción. <i>Annual Review of Psychology</i>, 58, 373 a 403.</li> <li>• Salgado-Montejo, A., Velasco, C., Blanco, C., y Guarín, E. (2011). ¿Qué puede tabaco Adicción enseñarnos acerca de la toma de decisiones de los consumidores? El comportamiento del consumidor, pronóstico hedónico y la recompensa. <i>ESOMAR Papeles Congreso Mundial</i>.</li> <li>• Ekman, P. (2003). Dieciséis Emociones agradables. <i>Investigador Emoción</i>, 18, 6-7.</li> <li>• Silvia, P. J. (2009). Buscando placer pasado: La ira, la confusión, el asco, el orgullo, la sorpresa, y otras emociones estéticas inusuales. <i>Psicología de la estética, la creatividad y las Artes</i>, 3, 48-51.</li> </ul>					

- Du, S., Tao, Y., y Martínez, A. M. (2014). Expresiones faciales compuestos de la emoción. Actas de la Academia Nacional de Ciencias de los Estados Unidos de América, 111, E1454-62.
- Edwards, E. (2012). Objetos afectan: Fotografía allá de la imagen. Revisión Anual de Antropología, de 41 años, doscientos veintiún-doscientos treinta y cuatro.
- Borges, J. L. (1997). "El milagro secreto" en Ficciones. España: Alianza Editorial.
- Salgado-Montejo, A., Velasco, C., Olier, JS, Alvarado, J., y Spence, C. (2014). El amor por los logotipos: Evaluación de la congruencia entre los símbolos y tipos de letra de la marca y su relación con las palabras emocionales. Diario de Gestión de Marca, 21, 635 hasta 649.