

**INTER AMERICAN UNIVERSITY OF PUERTO RICO
METROPOLITAN CAMPUS
BUSINESS FACULTY
MASTER IN BUSINESS ADMINISTRATION
MARKETING PROGRAM**

SYLLABUS

I. GENERAL INFORMATION

Course Title	:	MARKETING COMMUNICATION
Code and Number	:	BADM 6360
Credits	:	3
Academic Term	:	
Instructor	:	
Office Location and Hours	:	
Office Telephone	:	
E-mail	:	

II. DESCRIPTION

Application of principles and concepts of communication in the managerial process. Analysis and solution of promotional problems arising in any organization. Emphasis on the five variables of the promotional program, their application and the implementation of marketing strategies. Prerequisite: BADM 5090. 3 credits

III. OBJECTIVES

It is expected that upon completing the course, the student should be able to:

1. Understand the role and importance of strategic marketing communication in the company.
2. Integrate the communication mix with the rest of the marketing mix components.
3. To understand how information processing and the consumer's purchase decision making process affects communication strategies.
4. Explain how the segmentation process affects communication strategies.
5. Determine objectives, budget and media analysis.
6. Recognize the components of the communication mix.

7. Determine the appropriate and creative communication mix, according to the product and the competitive environment.
8. Establish the basis for the control and monitoring of the communication strategies.

IV. CONTENT

A. Introduction to marketing communication strategies.

1. Define the basic concepts of marketing communication.
2. Analyze the trends in marketing communication at both national and international levels.
3. The importance of marketing communication.
4. Philosophies or concepts that explain the development of marketing.
5. The importance of consumer loyalty
6. Define each of the components of the communication mix.
7. The product life cycle and its effect on communication strategies.

B. Managing the Necessary Conditions for the Implementation of Communication Strategies.

1. Segmentation process and strategies
2. Positioning and competitive advantage
3. Positioning strategies
4. Objectives of promotional campaigns
5. Budgeting methods
6. Analysis of the internal conditions of the company to undertake the strategies.

C. Consumer behavior, information processing and the decision making process.

1. Particularities of communication
2. Model of effective communication
3. Communication alternatives
4. Types of decisional processes
5. Information processing model
6. Theories that explain the consumer purchase decisional process.
7. Types of evaluation of alternatives and their applicability in the development of communication strategies.
8. Social, personal and situational factors that affect consumer behavior.
9. Ethical issues in communication strategies

D. Components of promotion

1. Defining advertising and how it differs from other components.
2. Strengths and weaknesses of advertisements
3. Advertising strategies
4. "Outdoor advertising" and "Transit advertising".
5. Defining promotional sales
6. Promotional sales options
7. Advantages and disadvantages of promotional sales
8. Pull and push strategies
9. Defining public relations and audience
10. Advantages and disadvantages of public relations
11. Public relations strategies
12. Defining publicity
13. Advantages and disadvantages of advertising strategies
14. Advertising strategies
15. Define direct response marketing
16. Advantages and disadvantages of direct response marketing.
17. Direct response marketing strategies
18. Defining personal selling
19. Advantages and disadvantages of personal selling
20. Personal selling strategies
21. Personal selling presentation process
22. Defining intermediary sales
23. Advantages and disadvantages of dealing with intermediaries
24. Strategies for dealing with intermediaries

E. Media analysis

1. Economic analysis of the media
2. Determination of reach, rating, share, GRP and cost per thousand.
3. Advantages and disadvantages of each of the media.

F. Control and evaluation

1. Control and monitoring process
2. Measuring the effectiveness of strategies.

V. LEARNING ACTIVITIES

1. Conferences
2. Class discussion
3. Presentation of readings by students
4. Discussion of cases
5. Pre-test and post-test conferences

6. Presentations
7. Team works

VI. EVALUATION

This is a list of suggested types of evaluation for the course:

Activities	Puntuation	%
1. Test	100	33
2. Case analysis	100	33
3. Communication plan	100	34
	Total	100%

VII. SPECIAL NOTES

A. Auxiliary services or special needs

All students who require auxiliary services or special assistance must request them at the beginning of the course or as soon as they become aware that they need them, through the corresponding registry, in the Office of the Coordinator of services for students with disabilities, Dr. María de los Ángeles Cabello. She is located in the Counseling and Counseling Program, office 111, on the first floor of the John Will Harris building, extension 2306

B. Honesty, fraud, and plagiarism

Dishonesty, fraud, plagiarism and any other inappropriate behavior in relation to academic work constitutes major infractions sanctioned by the General Student Regulations. The major infractions, as stated in the General Student Regulations, may have as a consequence, suspension from the University for a definite period greater than one year or the permanent expulsion from the University, among other sanctions.

C. Use of electronic devices

Cellular telephones and any other electronic device that could interrupt the teaching and learning processes or alter the environment leading to academic excellence will be deactivated. Any urgent situation will be dealt with, as appropriate. The handling of electronic devices that allow students to access, store or send data during evaluations or examinations is prohibited

D. Compliance with the Provisions of Title IX

The Federal Higher Education Act, as amended, prohibits discrimination because of sex in any academic, educational, extracurricular, and athletic activity or in any other program or function,

sponsored or controlled by a higher education institution, whether or not it is conducted within or outside the property of the institution, if the institution receives federal funds.

In harmony with the current federal regulation, in our academic unit an Assistant Coordinator of Title IX has been designated to offer assistance and orientation in relation to any alleged incident constituting discrimination because of sex or gender, sexual harassment or sexual aggression. The Assistant Coordinator Sr. George Rivera can be reached by phone at extension 2262 o 2147, or by e-mail griverar@metro.inter.edu.

The Normative Document titled **Norms and Procedures to Deal with Alleged Violations of the Provisions of Title IX** is the document that contains the institutional rules to direct any complaint that appears to be this type of allegation. This document is available in the Web site of Inter American University of Puerto Rico (www.inter.edu).

VIII. EDUCATIONAL RESOURCES

Textbooks

Belch, G. E. & Belch, M. A (2021). *Advertising and Promotion: An Integrate Marketing Communication Perspective*, Mcgraw-Hill, 12 edition.

Kotler, P., Keller, K. & Shernev, V. (2022). *Marketing Management*, Pearson-Prentice Hall, 16 Edition.

Kotler, P. & Armstrong, G. (2020): *Marketing: An Introduction*, Pearson-Prentice Hall, 14 edition

Fonseca, C.: "El Jíbaro sabía de marketing", Publicaciones Puertorriqueñas, 2008.

IX. BIBLIOGRAPHY (or REFERENCES)

www.jp.gobierno.pr – economics information of Puerto Rico

www.gobierno.pr/censo - census information of Puerto Rico

www.census.gov – census information of EEUU

www.stat-usa.gov – economics and statistical information

www.eurostat.com – census and economics information of Europe

www.wto.org – World Trade Organization

www.imf.org – International Monetary Fund

www.salesandmarketing.com - Sales and Marketing journal

www.adacritic.com - Advertising Critic from Creativity Magazine

www.marketingpower.com - American Marketing Association

www.adage.com - Advertising Age

www.adweek.com - Advertising Week

www.dictionary.com – business dictionary

www.acnialsen.com – marketing research reports

www.mercadeoglobal.com – global marketing

www.elpais.com – Spain newspaper

www.mercadeo.com – marketing magazine

www.nytimes.com - New York Time

www.bostonherald.com - Boston Herald

www.miamiherald.com - Miami Herald

www.bloomberg.com – economics news

www.cnn.com – general news

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