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| **MARKETING Y COMUNICACIÓN EN EL SECTOR EMPRESARIAL EUROPEO** |
| **GENERAL OBJECTIVES (descriptor)** |
| The general objective of this subject is focused on the analysis and observation of the creation, development and consolidation of the disciplines of Marketing and Communication in the European socio-economic field. This will be achieved by the study of the key principals of both disciplines, which are considered the core of a capitalist society. These kinds of societies gave rise to the apparition of the first manifestation of mass media, and then, to the emergence of commercial management through Marketing.  The Middle Ages were shaped as a society for survival, and it is generally defined as a dark period as, at that time, an important process of regression took place. This process laid the foundations for the creation of the modern states and of the economic system of western civilization, where several cultural and social factors are to be taken into account. These factors led to various ways of thinking and to several socio-economic parameters, which not only may explain the emergence of the discipline of Communication and Marketing, but also the establishment of an archetype which can define Europe and its different societies.  This archetype is captured and assembled in the business, commercial and media field and its clear understanding comes from a diachronic analysis. |
| SPECIFIC OBJECTIVES |
| The correct understanding of the above mentioned phenomena must be carried out with a retrospective and multidisciplinary analysis, which could state many of the key principals and models that could explain the global situation of the European business field and some of its distinctive local features. In order to do so, the following secondary objectives will be studied:   * Getting to know the precedents of a socio-economic process. * Being able to link historic facts about a specific aspect with an area of knowledge   + Locating the historic, anthropologic, economic or any other important key of an event and its possible relation with others. Also, locating its possible consequences through the knowledge of previous events and its consequences. * Achieving the necessary abilities to be able to develop a multidisciplinary analysis according to interdisciplinary factors. * Knowing how to implement models of multidisciplinary and interdisciplinary analysis within the different Marketing and Communication areas of knowledge. * Planning a useful market and content analysis for the management of business communication. * Promoting the necessary abilities to elaborate and manage a Communication and Marketing plan in the European area. * Getting to know how the intercultural barriers are set and/or reduced. * Developing abilities for a social and commercial strategy. |
| **DIDACTIC RESOURCES** |
| * Texts and explanations of the contents of the subject. * Projections and debates that relate the theory with specific audiovisual products, as well as with the media and different contexts. * Group practice and presentations in class. * Critical review of the different theories and contents compared to the student’s perception. * Creation of an audiovisual report that summarizes the contents studied, as well as the general impressions of the subject. |
| **EVALUATION CRITERIA** |
| Participation in class: 20%.  - Oral presentation: 20%.  - Interview: 10%.  - Participation in and out of the classroom: 15%.  - Midterm test: 15%.  - Oral and written final exam: 20%. |
| **SCHEDULING OF SESSIONS** |
| Each session will have the following structure:   * Revision and checking of the work done the previous week. * Presentation of the content of the session. * Study of practical contents. * Critical debate of the theoretical and practical subject dealt with. * Information for tasks to do out of class. |
| EXTRA-ACADEMIC ACTIVITIES |
| Guided visit to the facilities of a local television station.  Guided visit to the shipyard “Bahía de Cádiz”.  Guided visit to two emblematic villages of the province (to be decided).  Tour to get to know the “*Semana Santa*” festival in Jerez.  Cultural and anthropologic tour of Seville.  Tour to get to know Flamenco in Jerez. |