



## IDENTIFYING DATA

### Company: Audiovisual and multimedia product marketing

Subject	Company: Audiovisual and multimedia product marketing			
Code	P04G070V01401			
Study programme	(*)Grao en Comunicación Audiovisual			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Basic education	2nd	2nd
Teaching language	Spanish Galician			
Department				
Coordinator	Dopico Parada, Ana Isabel			
Lecturers	Dopico Parada, Ana Isabel			
E-mail	adopico@uvigo.es			
Web	<a href="http://http://www.csc.uvigo.es/index.php/comunicacion-audiovisual/guias-docentes">http://http://www.csc.uvigo.es/index.php/comunicacion-audiovisual/guias-docentes</a>			
General description	The objective is to establish the conceptual bases of marketing in audiovisual and multimedia products.			

## Competencies

Code	
B4	Ability to present the results of academic works in written and oral forms and through audiovisual and computing means, according to the standards of communication disciplines.
B5	Knowledge of the constitutional values, ethical principles and deontological norms applicable to audiovisual communication, particularly those pertaining to equality between men and women, non-discrimination of people with disabilities and non-sexist uses of women's images in mass communication media.
C26	Ability to carry out analysis and implementation of marketing strategies for the development, distribution and consumption of market-oriented audiovisual and multimedia products.
D1	To understand the importance of technological, economic and social changes in the development of audiovisual projects.
D5	To understand the importance of upholding a shared respect for the different people and peoples of the planet, for universal values of education, culture, peace and justice, for human rights, equality of opportunities and non-discrimination on the basis of gender, sexuality, race or religion.
D6	To understand the necessity of preserving the linguistic, audiovisual and cultural heritage of Galicia.

## Learning outcomes

Expected results from this subject	Training and Learning Results	
1- Situate the audiovisual activity in a context of local competition, national and international, standing out the commercial technicians, of promotion, sale and distribution of audiovisual and multimedia productions, as well as to the promotion of the activity emprendedora and of the concept of company like basic unit of audiovisual production	C26	D1 D5 D6
2 - Analyse and develop the strategies of distribution and consumption of audible and audiovisual contents and his influence in the process of production	C26	D1
3 - Expose of form adapted the results of the academic works of oral way or by audiovisual or computer means according to the canons of the disciplines of the communication	B4	C26
4 - Recognise the technological changes, business or labour organisation charts		D1
5 - Create an environment of work in team where the individual ideas integrate in a project with a common aim	B5	D5
6 - Organise the *temporalización of the tasks realising them of orderly way adopting with logic the decisions *prioritarias in the different processes of audiovisual production.	C26	

<b>Contents</b>	
Topic	
1. MARKETING INTRODUCTION	1.1. Marketing concepts. 1.2. Evolution of marketing. 1.4. Marketing relationship.
2. MARKETING STRATEGY	2.1. The strategic planning of marketing. 2.2. Marketing Plan.
3. MARKETING INFORMATION	3.1. Concept, content and applications of Marketing Research. 3.2. The process of Marketing Research.
4. MARKETPLACE AND CONSUMERS	4.2. Definition and types of consumers. 4.3. Demand. 4.4. Consumer behavior. 4.5. The nature of market segmentation.
5. MARKETING MIX	5.1. Product. 5.2. Price and Value. 5.3. Distribution. 5.4. Commercial communication.

<b>Planning</b>			
	Class hours	Hours outside the classroom	Total hours
Introductory activities	1	0	1
Lecturing	21	65	86
Problem solving	18	23	41
Autonomous problem solving	0	17	17
Debate	3	0	3
Objective questions exam	2	0	2

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

<b>Methodologies</b>	
	Description
Introductory activities	Activities in order to get in contact and to provide information for the students
Lecturing	Explanation by professor of the contained of the subject as well as the theoretical bases
Problem solving	Resolution of practical cases in the classroom from the theoretical contents.
Autonomous problem solving	Problems and exercises related to the subject are formulated. The student must develop the analysis and resolution of problems and exercises in a autonomous way
Debate	Open talk between a group of students. It can center in an object, in the case of analysis, as a result of a project, exercise or problems developed previously in a magistral session...

<b>Personalized assistance</b>	
Methodologies	Description
Lecturing	Attention to the student during the tutorials, individually or small groups to satisface the academic needs of students related to the study topics providing guidances, support and motivation in the learning process. This attention will also be provided through the virtual platform and, in specific cases, through the email.
Problem solving	Personal attention to students for the resolution of doubts.

<b>Assessment</b>					
	Description	Qualification	Training	Learning Results	
Problem solving	Activities realized in the classroom, assistance, participation, public as well as presentations will be evaluated.	10	B4 B5	C26	D1 D5 D6
Autonomous problem solving	Evaluation of activities in FAITIC.	20	B4 B5	C26	D1 D5 D6

Objective questions exam	A final exam of the all course about the application of developed concepts. It is necessary to reach half of the total grade to pass the subject.	70	B4 B5	C26	D1 D5 D6
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### Other comments on the Evaluation

More information about evaluation is available in Faitic.

The system is a classroom-based training. Then, students have to assist to the theoretical and practical sessions in the schedule established by the centre.

The evaluation system has been designed around two elements:

a) Practical. The qualification will be maximum 3 points.

b) Theoretical. A written exam that it will realize in the official timetable. The maximum punctuation will be: 7 points.

In order to be able to pass the subject, it is required to obtain at least a qualification of 3,5 points in the evaluation of the theoretical part.

### EXTRAORDINARY CALL /JULY

1. The evaluation procedure in the second edition (July) is the same that in the first.

2. If the subject is not surpassed during the academic course, students will have to repeat the subject again according to the new guide criteria in the academic course in question. The qualifications will not be maintained.

### Sources of information

#### Basic Bibliography

ARMSTRONG,G; KOTLER, P. et. al., **Introducción al Marketing**, 3ª Edición. Prentice Hall., 2011

CARRILLO, J. Y SEBASTIÁN, A., **Marketing Hero: las herramientas comerciales de los videojuegos**, ESIC, 2010

CASADO, A.B Y SELLERS, R., **Introducción al marketing**, ECU, 2010

RIVAS, A., ILDEFONSO, E., **El Comportamiento del consumidor : decisiones y estrategia de marketing**, ESIC, 2013

#### Complementary Bibliography

To approve the subject it is necessary to read and assimilate the following texts,

ESTEBAN, A Y OTROS, **Principios de marketing.**, 3ª Edición., ESIC., 2008

GONZÁLEZ, E. Y ALÉN, E., **Casos de dirección de marketing.**, Pearson/ Prentice Hall., 2005

HERVERA, J, LINARES, R Y NEIRA, E., **Marketing cinematográfico: cómo promocionar una película en el entorno digital.**, UOC, 2010

ILDEFONSO, E. Y ABASCAL, E., **Fundamentos y técnicas de Investigación Comercial.**, 11ª Edición., ESIC., 2009

KOTLER, P.; LANE KELLER, K.; CÁMARA, D. e MOLLÁ, A., **Dirección de Marketing**, 12ª Edición., Pearson- Prentice Hall., 2006

KOTLER. P y ARMSTRONG, G., **Principios de Marketing.**, Pearson/Prentice Hall., 2008

MATAMOROS, DAVID, **Distribución y marketing cinematográfico**, Comunicación Activa, 2009

MONTERA; Mª. J.; ARAQUE, R.A Y GUTIERREZ, B., **Fundamentos de marketing. Ejercicios y soluciones.**, Mc Graw Hill. Madrid., 2006

MUNUERA, J.L Y RODRIGUEZ, A.I., **Estrategias de marketing. Teoría y Casos.**, Pirámide. Madrid., 2002

REDONDO, I., **Marketing en el cine**, Pirámide, 2000

SANTESMASES MESTRE, M.; MERINO, M.J.; SANCHEZ, J. Y PINTADO, T., **Fundamentos de marketing.**, Pirámide., 2009

### Recommendations

#### Subjects that continue the syllabus

Strategic Advertising and Public Relations for Audiovisual Products/P04G070V01501

#### Subjects that it is recommended to have taken before

Company: Basics of organisation and business management/P04G190V01202