



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			
Department				
Coordinator	Dopico Parada, Ana Isabel			
Lecturers	Dopico Parada, Ana Isabel			
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Web	http://http://www.csc.uvigo.es/index.php/comunicacion-audiovisual/guias-docentes			
General description	The objective is to establish the conceptual bases of marketing in audiovisual and multimedia products.			

Competencies

Code	
B4	
B5	(*)Coñecemento dos valores constitucionais, principios éticos e normas deontolóxicas aplicables á comunicación audiovisual, en especial as relativas á igualdade de homes e mulleres, á non discriminación de persoas con discapacidade e ao uso non sexista da imaxe feminina nos medios de comunicación de masas.
C26	
D1	
D5	
D6	

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	
7 - Apply the appearance *solidario to the different people and villages of the planet, by the universal values of education, culture, peace and justice, and by the human rights, the equality of opportunities and the no discrimination of women and people with disability	B5	D6

Contents

Topic

1. DEFINING MARKETING	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. Competition. 4.5. The nature of market segmentation.
5. PRODUCTS, SERVICES AND BRANDS	5.1. The product like variable of marketing. 5.2. The brand, the packaging and label. 5.3. The product life-cycle 5.4. The product positioning strategy.
6. PRICING DECISIONS.	6.1. The nature of pricing. 6.2. Identifying pricing constraints. 6.3. Strategies of prices.
7. DISTRIBUTION DECISIONS.	7.1. Concept and functions of distribution. 7.2. Designing the distribution channels. 7.3. The distribution intermediaries. 7.4. Characteristics of the existing distribution systems
8. PROMOTION DECISIONS.	8.1. The communication process 8.2. The mix of communication: advertising, public relations, direct marketing, sales promotion and personal selling.

Planning

	Class hours	Hours outside the classroom	Total hours
Master Session	32	64	96
Autonomous troubleshooting and / or exercises	16	36	52
Short answer tests	2	0	2

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

Methodologies

	Description
Master Session	Explanation by professor of the contained of the subject as well as the theoretical bases.
Autonomous troubleshooting and / or exercises	Proofs that set out in the practical kinds and are developed of autonomous way pole student was of the classroom. The student owes to solve a series of exercises in the time and conditions established pole professor.

Personalized attention

Methodologies	Description
Master Session	The tutorials timetable will be communicated at the beginning of course. Here, the professor in a individual way or in small groups, will attend the needs and queries of the students related with the study and subjects , providing them orientation, support and motivation in the process of learning. Likewise it will use the platform FAITIC how fundamental mechanism of support to the lectures and the communication with the students. Hence, it is very important students do the check in as soon as possible in the system.
Autonomous troubleshooting and / or exercises	The tutorials timetable will be communicated at the beginning of course. Here, the professor in a individual way or in small groups, will attend the needs and queries of the students related with the study and subjects , providing them orientation, support and motivation in the process of learning. Likewise it will use the platform FAITIC how fundamental mechanism of support to the lectures and the communication with the students. Hence, it is very important students do the check in as soon as possible in the system.

Assessment

Description	Qualification Training and Learning Results

Autonomous troubleshooting and / or exercises	Proofs that set out in the practical kinds and are developed of autonomous way pole student was of the classroom. The student owes to solve a series of exercises in the time and conditions established pole professor. The total punctuation of this part will deliver go in the assistance to kind and the total number of exercises that expose . These exercises will owe to delivered in FAITIC in the time determined by the professor.	30	B4 C26 D1 B5 D5 D6
Short answer tests	It treats of an examination to final of course guided to the application of the concepts developed in the subject. It is necessary to reach an approved in this exam to get an approved.	70	B4 C26 D1 B5 D5 D6

Other comments on the Evaluation

PRESENCIAL put that the students owe to assist to the theoretical sessions and practices in the time established pole centre. This supposes that the only system of evaluation is the contemplated in this guide. The evaluation of the subject supports in two elements:

1. Overrun of the practical part, with the realization of the activities planned, the assistance to kinds and the participation in the same. The qualification will be of maximum 3 points and will not be able to be improved stop the announcement of July since they cater of the work developed during it study.
2. Overrun of the theoretical part, by means of an examination writing that will realize in the date pointed out pole centre. The maximum punctuation will be of 7 point

NOTE: To pass the subject evaluation it is necessary to obtain at least a qualification of 3,5 points in the examination of the theoretical part. In the case of not surpassing this qualification no will sum to the examination to qualification of the practical.

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

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