



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 6	Choose Basic education	Year 2nd	Quadmester 2nd
Teaching language	Spanish Galician			
Department				
Coordinator	Dopico Parada, Ana Isabel			
Lecturers	Dopico Parada, Ana Isabel Monteagudo Cabaleiro, Antonio			
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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	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	

Contents

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.

Planning

	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.

Methodologies

	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...

Personalized assistance

Methodologies	Description
Lecturing	Attention to the student during the tutorials, individually or small groups to satisfase 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.

Assessment

	Description	Qualification	Training and 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	One (70%) or two (35%) exams will be done with the aim of to check the application of developed concepts. It is necessary to reach half of the total grade (3,5 points).	70	B4 B5	C26	D1 D5 D6

Other comments on the Evaluation

More information about evaluation is available in Fatic.

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

Contingency plan

Description

=== EXCEPTIONAL MEASURES SCHEDULED ===

In front of it uncertain and unpredictable evolution of the sanitary alert caused by the COVID- 19, the University establishes join extraordinary planning that will actuate in the moment in that the administrations and the @propio institution determine it attending to criteria of security, health and responsibility, and guaranteeing teaching in a no presencial scenary or no totally presencial. These already scheduled measures guarantee, in the moment that was prescriptive, the development of the teaching of a way but agil and effective when being known beforehand (or with a wide advance) pole students and the teaching staff through the tool normalized and institutionalized of the teaching guides DOCNET.

=== ADAPTATION OF The METHODOLOGIES ===

* Teaching Methodologies that keep :

Same methodologies since they are adaptable to the virtual teaching. It will realize a more intensive use of the platform Moodle to guide to the student in the learning. They will offer more didactic resources and a calendar.

* Teaching Methodologies that modify :

None.

* Mechanism with no presential students attention.

The students attention would be realized by telematic means (email, videoconference, forums,...) with the modality of appointments.

* Modifications (proceed) of the contained to impart.

Unchanged.

* Additional bibliography.

No.

=== ADAPTATION OF The EVALUATION ===

The evaluation in base to "Resolution of problems in the classroom" (10%) would be eliminated and the weight of "Resolution of problems of autonomous work" would be increased to 30%.

The evaluation by means of examination are maintained but two proofs shall be carried (35% each)
