



Course Information					
Code:	MKA62005	Course:	COMUNICACIONES INTEGRADAS DE MARKETING		
Coordination Area / Program:	FAC. CC.EE. MARKETING			Mode: Presencial	
Credits: 04	Tipo de hora	Presencial	Virtual	H. Totales	Autonomous Learning Hours: 128
	H.Teoria	64	0	64	
	H.Práctica	0	0	0	
	H.Laboratorio	0	0	0	
Period: 2024-02	Start date and end of period: del 19/08/2024 al 08/12/2024				
Career: ADMINISTRACIÓN - ADMINISTRACIÓN HOTELERA - ADMINISTRACIÓN Y EMPRENDIMIENTO - ADMINISTRACIÓN Y GESTIÓN AMBIENTAL - ARTE Y DISEÑO EMPRESARIAL - COMUNICACIONES - DERECHO - ECONOMÍA Y NEGOCIOS INTERNACIONALES - GESTIÓN AMBIENTAL EMPRESARIAL - INTERNATIONAL BUSINESS - MARKETING - MÚSICA - PSICOLOGÍA					

Course Pre-requisites		
Code	Course - Credits	Career
	> 120 Créditos.	ADMINISTRACIÓN - ADMINISTRACIÓN HOTELERA - ADMINISTRACIÓN Y EMPRENDIMIENTO - ADMINISTRACIÓN Y GESTIÓN AMBIENTAL - ARTE Y DISEÑO EMPRESARIAL - COMUNICACIONES - DERECHO - ECONOMÍA Y NEGOCIOS INTERNACIONALES - GESTIÓN AMBIENTAL EMPRESARIAL - INTERNATIONAL BUSINESS - MARKETING - MÚSICA - PSICOLOGÍA
	> 100 Créditos.	ADMINISTRACIÓN - ADMINISTRACIÓN HOTELERA - ADMINISTRACIÓN Y EMPRENDIMIENTO - ADMINISTRACIÓN Y GESTIÓN AMBIENTAL - ARTE Y DISEÑO EMPRESARIAL - COMUNICACIONES - DERECHO - ECONOMÍA Y NEGOCIOS INTERNACIONALES - GESTIÓN AMBIENTAL EMPRESARIAL - INTERNATIONAL BUSINESS - MARKETING - MÚSICA - PSICOLOGÍA
	> 80 Créditos.	ADMINISTRACIÓN - ADMINISTRACIÓN HOTELERA - ADMINISTRACIÓN Y EMPRENDIMIENTO - ADMINISTRACIÓN Y GESTIÓN AMBIENTAL - ARTE Y DISEÑO EMPRESARIAL - COMUNICACIONES - DERECHO - ECONOMÍA Y NEGOCIOS INTERNACIONALES - GESTIÓN AMBIENTAL EMPRESARIAL - INTERNATIONAL BUSINESS - MARKETING - MÚSICA - PSICOLOGÍA
FC-MKT PUBLPROM	PUBLICIDAD Y PROMOCIÓN	MARKETING
FC-AD-MKT POLPRERE	POLÍTICA DE PRECIOS Y RENTABILIDAD	COMUNICACIONES
FC-MKT POLPRERE	POLÍTICA DE PRECIOS Y RENTABILIDAD	COMUNICACIONES
FC-MKT MKTGLOB	MARKETING GLOBAL	ECO. NEG. INT.
FC-MKT CANDISMK	CANALES Y DISTRIBUCIÓN EN MARKETING	ADM. HOTELERA
FC-AD-MKT E-MKTBUSNS	E-MARKETING FOR BUSINESS	MARKETING

FC-MKT E-MKTFORBUSNS	E-MARKETING FOR BUSINESS	MARKETING
FC-MKT DESGERPR	DESARROLLO Y GERENCIA DE PRODUCTO	GEST. AMBIENTAL EMP. - ADM-GEST-AMBIENT
FC-MKT MARKETIN	MARKETING	ADMINISTRACION - ARTE Y DIS. EMP. - PSICOLOGIA
FC-AD-MKT GERENMKT	GERENCIA DE MARKETING	ADMINISTRACION - INTERN. BUSINESS
FC-MKT GERENMKT	GERENCIA DE MARKETING	ADMINISTRACION - INTERN. BUSINESS

Course Coordinators			
Surname and First Name	Email	Contact Hour	Contact Site
WONG VITOR, CAROLINA	cwong@usil.edu.pe		

Instructors
You can check the timetables for each teacher in their INFOSIL in the Classes Development Teachers option Teachers .

Course Overview
Integrated Marketing Communications is a specialized training subject of a theoretical nature that contributes to the competence in working capital, organization, management, and business strategies. Its thematic axes include managing the components of the Communications Mix, creating the constituent pieces of the mix, and the strategies involved in their creation. The course's accredited product is the development of an Integrated Marketing Communications Campaign for a proposed product or service.

Professional and/or General Competencies			
Career / Program	Abbreviation / Competency Name	Competency Level	Expected learning outcomes
Administración y Emprendimiento	CP4. Working Capital	N3: Efficiently manages the use of working capital in the organization, implementing proposals that enable value generation through efficient management of short-term resources	<ul style="list-style-type: none"> Recognizes the components of working capital and its importance in organizational management. Interacts with other areas of the organization to obtain information that allows the elaboration of short-term management indicators. Recognizes the importance of the time value of money in managing the organization's financial resources.

			<ul style="list-style-type: none"> • Prepares financial calculations to make decisions in the administration of the organization's short-term resources.
Administración	CP2: Organization	<p>N3 Understands, proposes, and evaluates improvement proposals in the administrative processes of different areas of the organization, seeking innovation, carrying out tasks in teams, and joining efforts to achieve the organization's objectives</p>	<ul style="list-style-type: none"> • Efficiently utilizes the necessary resources to achieve goals or objectives, taking into account appropriate management tools and models for the context. • Identifies the necessary activities within a process or functional area, considering expected outcomes and existing resources. • Analyzes and proposes processes within an organization or functional area, assigning functions and responsibilities for achieving goals and objectives. • Effectively determines tasks and personnel assignments according to managerial levels, their level of formality, and decision-making processes.
	CP3: Management	<p>N3 Applies their social skills to influence work teams, motivating them to achieve goals and results, in accordance with the structures and processes of an organization or work area.</p>	<ul style="list-style-type: none"> • Positively influences the organization's performance using their socioemotional skills. • Leads actions that improve organizational culture and result in better decision-making in the company. • Applies their social and organizational communication skills (in their different types and levels) to align employees with the objectives set by the organization.

			<ul style="list-style-type: none"> • Develops activities that motivate members of an organization to commit and take responsibility for achieving goals and obtaining expected results, in accordance with defined structures and processes.
International Business	CP4: Business Strategy	N3 Applies tools, statistics, accounting, financial, and marketing techniques to generate value within the organization	<ul style="list-style-type: none"> • Identifies different international sales techniques, following the principles of Commercial Management. • Utilizes tools, statistics, accounting, financial, and marketing techniques to generate value in the international organization. • Systematizes commercial management indices, developing a marketing plan to ensure it meets the set objectives.

General Course Result	Unit Result
Upon completion of the course, the student develops an Integrated Marketing Communications Campaign for a product or service by managing the components of the Communications Mix, creating the constituent pieces of the mix, and considering the strategies involved in its creation while considering the responsibility and objectivity of teamwork.	1. Upon completing the unit, the student understands the components of the communications mix to establish the requirements for developing a product and/or service in the market.
	2. Upon completing the unit, the student applies the development of the constituent pieces of the communication mix, taking into consideration both direct and indirect competition among brands.
	3. Upon completing the unit, the student creates a strategy according to the situation of a product and/or service for its consolidation in the local market in an objective and responsible manner.

Development of activities		
Unit Result 1: <i>Upon completing the unit, the student understands the components of the communications mix to establish the requirements for developing a product and/or service in the market.</i>		
Session 1: <i>Upon completing the session, the student identifies the agents of the communication process based on the nature of the brand present in the market.</i>		Semana 1 a 2
Learning Activities	Contents	Evidence

- Recognize the main agents in the communication process through cases and literature review.	- General concepts - Communication process - Effective communication	- List of the main agents in the communication process regarding mass consumer and/or selective products.
Session 2: <i>At the end of the session, the student evaluates and contrasts the contribution of the SWOT analysis for the proper development of integrated marketing communications for a product and/or service.</i>		Semana 3 a 5
Learning Activities	Contents	Evidence
- Identify and prioritize the situation of the product in the market in relation to its direct and indirect competition through cases and literature review.	- Integrated Marketing Communications - Product lifecycle - SWOT Analysis	- Debate based on the contribution of advantages (strengths and opportunities) compared to disadvantages (weaknesses and threats) of the brands developed in the market
Unit Result 2: <i>Upon completing the unit, the student applies the development of the constituent pieces of the communication mix, taking into consideration both direct and indirect competition among brands.</i>		
Session 3: <i>At the end of the session, the student categorizes products and/or services based on their communication strategy considering their performance in the local market.</i>		Semana 6 a 8
Learning Activities	Contents	Evidence
- Define the communication approach for the product and/or service, according to its situation in the market. - Identify the brand's strategic planning through its development. - Optimize the advertising budget of the product and/or service through different communication channels.	- Communication Mix Tools I: Advertising and Types of Campaigns - Communication Mix Tools II: Communication and Creative Strategy - Communication Mix Tools III: Media Strategy	- Schematic organization of brand communication strategy, enabling differentiation in the market.
Session 4: <i>At the end of the session, the student demonstrates the degree of importance of mass media in relation to the representative level of direct marketing for the objective development of a brand.</i>		Semana 9 a 9
Learning Activities	Contents	Evidence
- Identifies the characteristics and advantages of products and services in relation to their consumers through cases and literature review.	- 21st Century Advertising: Direct Marketing.	- Document establishing a comparison between direct marketing and mass media
Session 5: <i>At the end of the session, the student understands the linkage of social networks with the consumer in their daily life.</i>		Semana 10 a 11
Learning Activities	Contents	Evidence
- Recognizes the complementarity of digital platforms with mass media - Identifies the management of internal and external communication of different business organizations	- Digital platforms and their importance in the communication process. - Public Relations: Uses and tolos.	Debate on the linkage between social networks and the profile of their consumers.
Unit Result 3: <i>Upon completing the unit, the student creates a strategy according to the situation of a product and/or service for its consolidation in the local market in an objective and responsible manner.</i>		
Session 6: <i>At the end of the session, the student categorizes the qualitative-quantitative variables in the research process of a product and/or service within its presence in the market.</i>		Semana 12 a 14
Learning Activities	Contents	Evidence
- Identifies the organizational structure of a company in order to direct the research process. - Recognizes and differentiates the primary and secondary needs of brand consumers. - Establishes the characteristics and strategic use of each element of the communication mix in society	- CIM Plan I: Process and Elaboration - CIM Research - Social and Ethical Aspects. - Social responsibility in communications.	Organization of factors applied to the results of qualitative and quantitative research of a specific product and/or service

Session 7: <i>At the end of the session, the student supports the development of the comprehensive marketing communication plan and its contribution to the consolidation of a product and/or service in the local market.</i>		Semana 15 a 16
Learning Activities	Contents	Evidence
Identifies the structure of the comprehensive marketing communication plan of a specific case in the market.	- Presentation of the CIM Plan for a product and/or service	Presentation of the comprehensive marketing communication plan for a product and/or service.

Methodology
<p>The course will be developed based on the following methodologies: Aprendizaje colaborativo , Estudio de caso , The course will be developed based on the following methodologies: Collaborative learning, where students must link specific real-life situations, establishing the information regarding their interrelation with the different topics addressed throughout the course, which will allow for the construction of knowledge through the students' own initiative.</p> <p>Participatory learning will be reflected in group dynamics, where students will express their different viewpoints, which, when combined, will lead to a general conclusion on the various topics covered in the syllabus.</p> <p>The professor acts as a supervisor and guide for both modalities, aiming to facilitate and consolidate learning in conjunction with the tools of the Virtual Classroom. These methodologies mentioned above will be applied for the course development in face-to-face mode.</p>

Assessment System				
Each of the items of the evaluation scheme and the final grade of the course are rounded to whole numbers. The final grade of the course is the weighted average of the corresponding items: permanent evaluation, partial exam and final exam.				
The averages calculated components of the item 'Permanent Evaluation' will keep your calculation with 2 decimals.				
Type Evaluation	%Weighing	Observation	Week Assessment	Rezag.
Evaluación Permanente	40%			
Promedio de Prácticas	75%			
Práctica 1			Semana 4	No
Práctica 2			Semana 6	No
Práctica 3			Semana 13	No
Promedio de Tareas	25%			
Tarea 1	50%		Semana 5	No
Tarea 2	50%		Semana 12	No
Evaluación Final	60%		Semana 16	No

Attendance Policy	
Total Percentage Absences Permitted	30%
<p>Class attendance is mandatory. The student who reaches or exceeds the limit of thirty percent (30%) of absences in the course, defined by the total of effective hours, will be disqualified from taking the final evaluation, corresponding to said evaluation with a grade of zero (0).</p> <p>In hybrid classrooms, only synchronous virtual participation (via zoom) is allowed, up to a maximum of 50% of the total course.</p>	

Basic Required Reading

- [1] Klaric, Jürgen (2016). *Véndele a la mente, no a la gente* /. Paidós,.
[2] Rivera Camino, Jaime (2019). *Marketing relacional* . (Ebook Central). Ebook Central.
[3] Schultz, Don E. (2021). *Comunicaciones de marketing integradas* /. (2a ed.). Gránica,.

References Supplementary

- [1] O'Guinn, Thomas C. (2013). *Publicidad y comunicación integral de marca*. (6a ed.). Cengage Learning.
[2] Clow, Kenneth E. (2018). *Integrated advertising, promotion, and marketing communications*. (8th ed.). Pearson.

Prepared by:	Approved by:	Validated by:
WONG VITOR, CAROLINA /	HUAMAN DE LOS HEROS COMBE, CLAUDIO	Office of Curriculum Development
Date: 03/07/2024	Date: 14/08/2024	Date: 14/08/2024