

DEGREE: **ADVERTISING AND PUBLIC RELATIONS**

1. GENERAL DETAILS OF THE SUBJECT

Name: **MANAGEMENT OF ADVERTISEMENT COMPANIES**

Level: 3º

Term: 2º

Type: ☐ Basic

☒ Compulsory

☐ Elective subject

Credits (LRU / ECTS): 6

Theoretical credits: 3

Practical credits: 3

Year: 2016

Lecturer: JORGE MOLINA FARIÑAS

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2. DESCRIPTION

The purpose is to introduce students to the most significant aspects of business strategy, applied to the case of the advertisement industry. We will try to find a answer to this basic question: Why some companies obtain sustained over time competitive advantages that result in achieving higher than those of its competitors results? For this, the importance of the strategy will be shown improving the competitiveness of the company, addressing not only issues relating to the formulation of the same, but also their implementation.

3. SITUATION

PREVIOUS KNOWLEDGE AND SKILLS:

- Capacity for analysis and synthesis
- Ability to organize and plan
- Basic general knowledge
- Basic computer skills
- Ability to retrieve and analyze information from different sources
- Troubleshooting
- Decision making
- Critical capacity and self-criticism
- Teamwork
- Skills in interpersonal relationships
- Recognition of diversity and multiculturalism
- Ability to apply theory to practice
- Research Skills
- Ability to learn
- Creativity
- Understanding of cultures and customs of other countries
- Ability to work independently
- Planning and conducting
- Other skills and competences

RECOMMENDATIONS:

Basic knowledge in management and communication



4. SKILLS

SPECIFIC SKILLS

- Conduct an assessment and selection of investments and choose among alternatives the most appropriate funding at any time
- Know the main political and administrative structures of communication enterprises
- Converting an empirical research on an object and draw conclusions
- Rational process of decision making
- Have a strong customer service orientation
- Manage financial resources
- Lead and manage the different types of tourism organizations
- Understand the legal framework regulating the activities of communication enterprises
- Analyze the impact generated by communication companies
- Plan and manage human resources in communication organizations
- Develop a business plan

TRANSVERSAL GENERIC SKILLS

- Working in different sociocultural
- Define objectives, strategies and trade policies
- know the objectives, strategies and planning instruments
- Analyze the economic dimension of communication business
- Understand the principles of communication enterprises and their environment.
- Understand the dynamic and evolving nature of the communication enterprise

5. PURPOSES

In general, we will provide the student a concrete and real vision of the most important aspects of business management in general; apply these aspects to communication businesses in particular, considering them as integral and fundamental social systems.

It offers a vision of the company not as an isolated entity but as an open and continuous exchange within the general environment in which it carries out its activity, an environment characterized by globalization, which causes the company to be in continuous adaptation.

We offer the basic knowledge of business management: planning, organizing, directing and controlling.

It is intended that students learn to manage and run a business and knows the process for creating their own business.

6. TEACHING METHODOLOGY AND TECHNIQUES

METHODOLOGY

Theory: Professor will provide students the theoretical material to be read in class. Questions will be answered in class.

Practice: Case study methodology: Case studies will be used to allow technical knowledge application by students, working in groups or individually. Finally, these cases will be discussed in class.

Teamwork: Discussing the practical application of all the course theory. Results will be shown in class.

TEACHING TECHNIQUES

- ☐ Master class and discussion ☐ Tutorial session x Practical lessons
☐ Visits and trips x Reading test ☐ Others: _____

7. LIST OF TOPICS

- Part 1: Introduction to strategy management
- Part 2: Strategy Management context
- Part 3: Strategy Management content
- Part 4: Strategy Management process
- Part 5: Strategy Management plan

8. REFERENCES

SPECIFIC

- Strategic Management in Tourism. Editado por Luiz Moutinho
- Strategic Management for hospitality and tourism. Fevzi Okumus, Levent Altinay, Prokosh K. Chathoth
- DECRETO 47/2004, de 10 de febrero, de establecimientos hoteleros.
- Orden 17-03-1965 de ordenación turística de Restaurantes.
- Organización, gestión y creación de empresas turísticas. Jesús Rivas García. Septem Ediciones. Ed 2011

GENERAL

OTHER SOURCES OF INFORMATION (INTERNET ADRESSES)

- <http://www.promonegocios.net/mercadotecnia/empresa-definicion-concepto.html>
- <http://www.promonegocios.net/empresa/mision-vision-empresa.html>
- http://recursos.cepindalo.es/file.php/196/ensenar_emprender/telepizza.pdf
- http://es.wikipedia.org/wiki/Empresa#Clasificaci.C3.B3n_de_las_empresas
- <http://www.diplomadoenturismo.com/logratis/marketing/Tema%202.-%20La%20empresa%20turistica.pdf>
- http://www.personconsulting.es/wp-content/uploads/2009/10/caso_practico_cultura_empresa_2009.pdf
- <http://www.mailxmail.com/curso-relaciones-laborales-organigrama/empresa-cultura-organizacional>
- <http://revistas.um.es/turismo/article/view/23351/22621>

9. ASSESSMENT CRITERIA



[illegible]

Week 20ª										
	(A)	(B)	(C)	(D)		(E)	(F)	(G)	(H)	TOTAL
Horas Totales	38	60	8	18		8	00,0	6	12	150

Activities	
Nº	Description
1	Case 1
2	Case 2
3	Case 3
4	Case 4
5	Case 5
6	Case 6
7	
8	

Organization	
Theoretical and practical lessons (A)+(C)	46
Activities developed in the class (E)	8
Exams and test (G)	6
Attendance	60
Study (theory and practice) (B)+(D)	78
Preparation of the activities (F)	
Study for exams (H)	12
Students' work	90
TOTAL (STUDENTS' WORK)	150