

TEACHING GUIDE

ECONOMIC COMMUNICATION

GRADO EN ECONOMÍA (INGLÉS)

ACADEMIC YEAR 2026-27

Publication date: 05-07-2026



I.-Subject Identification

Type	FORMACIÓN BÁSICA
Teaching period	2 course, 1Q semester
Nº of credits	6
Language in which the subject is taught	English

II.-Presentation

PRESENTATION

The course Economic Communication is a basic training course of the second year, with six credits (3 hours of weekly face-to-face teaching). This subject of the Marketing and Market Research area, of introductory character, has as its initial objective: to introduce the students of the Degree in Economics to the basic concepts of the instruments and decisions of Marketing. Therefore, the course has no prerequisites, and the student does not need previous knowledge to take advantage of it. In its development, after an immersion in the basic notions of the Marketing function, it deepens into the different concepts that allow an integrated management of commercial and corporate communication, as one of the most important functions of current business management.

The subject is structured in two parts of five topics each: the first part is oriented to the basic concepts of Marketing in the market and business environment, and the second part focuses on the management of integrated business communication as a differentiating asset in today's markets. The aim is to prepare students to solve problems of communication within the organization and to assume, with sufficient knowledge, the decision-making of this variable. In this way, once the course is finished, the student should know the advantages and disadvantages of each tool of Communication and be able to elaborate and evaluate a communication mix.

III.-Learning outcomes

CT01. Ability to analyse and synthesise
 CT02. Ability to organise and plan
 CT03. Oral and written communication in native language
 CT06. Ability to analyse and search for information from different sources
 CT15. Ability to learn independently
 CB02 . That students are able to apply their knowledge to their work or vocation in a professional manner and have the skills that are typically demonstrated through the preparation and defense of arguments and problem solving within their field of study.
 CB03 . That students have the ability to gather and interpret relevant data (usually within their field of study) to express judgments that include a reflection on relevant topics related to social, scientific or ethical areas.
 CE01. Ability to put knowledge of economics into practice
 CE02. Information search and research skills
 CE04. Ability to communicate economic issues
 CE09. Understanding of how markets work
 CE13. Understanding how companies work and decisions are made

- Key for degrees not adapted to RD 822/21: **CB** - basic competences, **CG** - generic competences, **CE** - specific competences, **CT** - transversal competences.
- Key for degrees adapted to RD 822/21: **CON** - knowledge, **COM** - competences, **HAB** - skills.



IV.-Contents

IV.A.-Syllabus

FIRST PART: BASIC MARKETING CONCEPTS

1. Introduction to Marketing
2. Marketing, the Company and its Environment
3. Strategic Marketing
4. Marketing variables
5. Management of the Communication Variable

SECOND PART: MANAGEMENT OF CORPORATE COMMUNICATION

6. Identity, Image, and Corporate Personality
7. Internal communication and external communication
8. External communication: commercial communication.
9. Public Relations and Communication of the economic elements of the company
10. Corporate social responsibility

IV.B.-Training activities

Type	Title
Academic tutorials	Chapter tests in theoretical/practical class
Group work	Practical activities
Resolution of exercises, problems, case studies	Preparation of practical classes, problems, cases

V.-Student workload	
Theoretical sessions	40
Resolution of exercises, problems, case studies, etc.	10
Practical sessions in experimental, technological and clinical laboratories, fieldwork, etc.	0
Tests and/or exams	10
Academic tutorials	30
Related activities: conferences, seminars, etc.	18
Preparation of theoretical sessions and self-study	30
Preparation of practical tasks, exercises, case studies, projects, etc.	30
Preparation for tests and/or exams	12
Total student workload	180

VI.-Methodology and academic programme		
Type	Period	Content
Practical sessions	Week 1 to Week 17	Class discussion and resolution exercises, case studies and readings recommended.
Tests and/or exams	Week 1 to Week 17	Written tests. (test type/multichoice)
Theoretical sessions	Week 1 to Week 17	Theory classes on the different contents of the agenda.
Academic tutorials	Week 1 to Week 17	Academic tutorials: resolution of Doubts.

VII.-Assessment methods

The general assessment method is continuous as established in the *Regulation for the Assessment of Learning Outcomes* of Rey Juan Carlos University.

All the assessment systems established in the degree report must be employed, except for those that have a minimum weight of 0%, which can be used by professors in the academic years they consider relevant. Each assessment system may be applied through one or more assessment activities, consistent with the system. No assessment activity can exceed individually 60% of the overall grade for the subject.

The sum of non re-evaluable activities cannot exceed 40% of the overall grade for the subject and, in general, should not have an established minimum grade (except for practical activities in which, strictly speaking, the conditions of the ordinary call cannot be reproduced in the extraordinary call).

Those students who do not manage to pass the subject in the ordinary call, or do not attend this first call, may attend the extraordinary call only for failed re-evaluable assessment activities.

The distribution and characteristics of the assessment activities are described below.

VII.A.-Description and weight of the assessment activities

Assessment weighting

Ordinary continuous assessment

The distribution and characteristics of the assessment activities are described below. Only in exceptional and duly justified cases may the teaching staff introduce adaptations to this Teaching Guide. Such changes shall require prior consultation with the Subject Head and the prior and explicit authorisation of the Degree Programme Coordinator, who shall inform the Vice-Rector's Office responsible for Academic Affairs of the modifications made. In any case, any proposed changes must comply with the verified degree report and must be duly communicated to students at the beginning of the course through Aula Virtual.

The combination of non-reassessable activities may not exceed 50% of the final grade for the subject and, in general, may not require a minimum grade, except in duly justified cases such as laboratory or clinical placements. Assessment activities exceeding 60% of the subject weighting shall not be included.

The final grade shall be calculated as the weighted sum of the assessment activities described below.

Description of assessment activities and weighting

1. Theoretical test: 60% of the final grade (Reassessable in the extraordinary call).

In-person exam. Mandatory.

Students must obtain a minimum grade of **5 out of 10** in the theoretical test in order for the practical component to be taken into account in the final average.

The theoretical component may be assessed through one or several exams, as deemed appropriate by the teaching staff. These exams may consist of multiple-choice questions, short-answer questions and/or development questions. The specific format shall be indicated by each teacher at the beginning of the course.

The final theoretical exam shall take place on the official date and place set by Universidad Rey Juan Carlos at the start of the course. Students who do not pass the theoretical test in the ordinary call may be reassessed in the extraordinary call, on the official date established in the University exam calendar.

2. Practical activities: 40% of the final grade (Not reassessable).

The practical component shall consist of **learning activities carried out sequentially and in parallel with the development of the course contents during the teaching period. These activities may include practical cases, individual or group assignments, presentations and/or other applied activities, as specified by each teacher at the beginning of the course.** Practical activities may be carried out individually or collaboratively, according to the instructions provided by the teaching staff in each case.

Attendance and active participation in class, as well as the completion of individual or collaborative activities carried out during face-to-face sessions, shall be assessed in accordance with the criteria established for the course and shall not be subject to reassessment.

Practical activities are part of continuous assessment, whose purpose is to evaluate students' progress on a regular basis. These activities encourage active participation, continuous learning, group discussion, immediate feedback and applied problem-solving. For this reason, reassessing them outside the context in which they were designed would not adequately reflect the learning process.

Students are responsible for knowing which practical activities are required, their submission deadlines, submission methods and whether each activity has been properly submitted. Grades obtained in practical activities during the course shall only be retained until the extraordinary call in June/July.

Students who complete the practical activities during the course but do not pass the theoretical exam in the ordinary call shall keep their practical activity grades for the extraordinary call.



Erasmus students, exchange students and students from other universities or provinces

Students enrolled in this subject, including Erasmus students, exchange students and students from other universities or provinces, are expressly informed that they must have the required language proficiency for the language in which the course is taught.

No exceptions shall be made regarding the course mechanics, including deadlines, assessment activities and exams. Exams shall always be held in Madrid on the official dates established by the University.

Students who do not pass the subject in the ordinary call, including Erasmus students, must take the corresponding reassessable exam in the extraordinary call in June/July, without exception. Therefore, students are responsible for checking, before enrolment, whether they are able to comply with the course schedule, submission deadlines and official exam dates.

Students with Academic Exemption from Class Attendance and Erasmus students must contact the teacher responsible for the subject at the beginning of the course.

Extraordinary assessment

Students who do not pass the ordinary assessment, or who did not attend the ordinary assessment, shall be subject to an extraordinary assessment in order to verify the acquisition of the competences established in this Teaching Guide. The extraordinary assessment shall apply only to reassessable assessment activities.

In this subject, only the theoretical test is reassessable.

Minimum grade requirement

Students must obtain a minimum grade of **5 out of 10** in the in-person theoretical exam in order for the practical component to be included in the final weighted average.

If a student's weighted average of continuous assessment and the in-person exam is higher than 5, but the student fails the subject because they have not obtained the minimum grade of 5 out of 10 in the theoretical exam, the final grade recorded shall be the grade obtained in the in-person theoretical exam, weighted at 60%.

Students with Academic Exemption from Class Attendance

In order to be eligible for this evaluation system, students must obtain the official Academic Exemption from Class Attendance for the subject, requested from the Dean or Director of the Centre responsible for the degree. The Academic Exemption may be granted when the specific characteristics of the subject allow it.

Once the Academic Exemption has been granted, the teacher shall inform the student through Aula Virtual of the applicable assessment conditions.

Having an Academic Exemption from Class Attendance does not automatically exempt students from participating in continuous assessment activities or in compulsory training activities established in the Teaching Guide.

It is very important that students contact the teaching staff, at least by email, while requesting and once granted the Academic Exemption by Universidad Rey Juan Carlos.

Early call

Students who request and are granted the early call, provided that they meet the requirements established in the URJC Regulations on the Assessment of Learning Outcomes, shall be assessed through the following system:

- A theoretical test, representing 60% of the final grade, which may consist of multiple-choice questions, short-answer questions and/or development questions.
- A practical test, representing 40% of the final grade, which may consist of the development of a practical case, a development question, a problem or an exercise, as determined by the teaching staff.

Review of assessment activities

The review of assessment activities shall be carried out in accordance with the exam review and appeal regulations of Universidad Rey Juan Carlos.

Students must ensure that they fully understand the assessment system and the mechanics of the subject. They should consult



the academic regulations of Universidad Rey Juan Carlos, as well as the specific rules and instructions established by the teaching staff through Aula Virtual.

VII.B. Assessment of students with academic exemption from class attendance

Having Academic Exemption from Class Attendance (DAAC) does not imply that students are automatically exempt from participating in the continuous assessment activities or in the training activities of compulsory attendance as established in the teaching guide. Once the exemption has been granted, students must contact the subject's teaching staff, who will propose the adaptations he/she may consider relevant, as long as they guarantee the acquisition and adequate assessment of the learning goals established. Students must maintain adequate communication with the teaching staff so that they may provide information on the dates for training and assessment activities, if these are not established in the programme and available for students at the time of achieving the exemption.

Subject with possibility of academic exemption: Yes.

VII.C. Review of assessment activities

In accordance with the Regulation for the Assessment of Learning Outcomes of Rey Juan Carlos University.

VII.D.-Students with a disability or special educational needs

In order to guarantee equal opportunities, non-discrimination, universal accessibility and academic success, students with disabilities or especial education needs may request curricular adaptations to follow their studies. These adaptations will be provided by the Unit of Attention to People with Disabilities of Rey Juan Carlos University, in accordance with the regulation which regulates the service for the Attention of People with Disabilities at the University. This Unit will issue a report for curricular adaptations, so that students with disabilities or special education needs must contact the service (at e-mail discapacidad.programa@urjc.es) in order to provide relevant information for different educational alternatives.

VII.E.-Academic behaviour, academic integrity and honesty

Rey Juan Carlos University is fully committed to the highest standards of academic integrity and honesty, so studying at the URJC means assuming and subscribing to the values of integrity and academic honesty set out in the University's Ethical Code. To support this process, the University has Rey Juan Carlos University's Academic Conduct Regulation as well as different tools (anti-plagiarism, supervision...) that offer a collective guarantee for the full development of these essential values.



VIII.-Teaching resources and materials

Basic bibliography

Principles of Marketing (14th edition) Author: KOTLER, P. & ARMSTRONG, G. Publisher: Pearson Education (2012)
 Essentials of Marketing Author: BRASSINGTON, F. & PETTITT, S. Publisher: Prentice Hall
 Principles and Practice of Marketing (5th edition) Author: JOBBER, D. Publisher: McGraw Hill
 Principles & Practice of Marketing Author: BLYTHE, J. Publisher: Thomson
 Marketing Management ((12th edition) Author: KOTLER, P. & LANE KELLER, K. Publisher: Pearson Prentice Hall
 Marketing (7th edition) Author: KERIN, R.; BERKOWITZ, E.; HARTLEY, S. & RUDELIUS, W. Publisher: Irwin/McGraw-Hill
 Principles of Marketing: European Edition (4th edition) Author: KOTLER, P.; WONG, V.; SAUNDERS, J. & ARMSTRONG, G. Publisher: Financial Times/ Prentice Hall
 Basic Marketing: A Marketing Strategy and Planning Approach (17th edition) Author: PERREAU, JR., W.D.; CANNON, J.P. & MCCARTHY, E.J. Publisher: Irwin/McGraw Hill.
 Marketing: Real People, Real Choices (5th edition) Author: SOLOMON, M.R. Publisher: Pearson
 Business Communication Essentials: International Version (4th edition) Author: Courtland Bovee and John V. Thill Publisher: Pearson Higher Education (2010)
 Introduction to Marketing Author: PALMER, A. Publisher: Oxford University Press (2009)
 Marketing 4.0: Moving From Traditional to Digital. Philip Kotler, Hermawan Kartajaya and Iwan Setiawan (2017)
 Política de producto. ESIC Editorial. Iglesias, S. D. (2022)
 Fundamentos de marketing. (2013). Esteban, Á., & Mondéjar, J. A. ESIC Editorial.
 Nuevas tendencias en comunicación estratégica (2017). PINTADO BLANCO, T., y SÁNCHEZ HERRERA, J. Editorial ESIC
 Introducción al Marketing y la Comunicación en la empresa. (2016). BLANCO GONZÁLEZ, A.; PRADO ROMÁN, A.; MERCADO IDOETA, C. ESIC Editorial. 2ª Ed.
 Gestión de la comunicación: un enfoque integral. (2019). MARTÍN-SANTANA, J.D., OLARTE, C., REINARES-LARA, E., REINARES-LARA P., & SAMINO-LARA R., ESIC Editorial.
 Plan de comunicación on y off en la práctica. (2017). JOSEMARÍA, J.A. & de BEDOYA, A. M., ESIC Editorial.

Consultation bibliography

IX.-Professors

Name and surname	DAVID LO PUN
E-mail address	david.lop@urjc.es
Department	Economía de la Empresa
Campus	Madrid - Quintana
Category	Profesor/a Asociado/a
Person responsible for the subject	Yes
Tutorial timetable	Para consultar las tutorías póngase en contacto con el/la profesor/a a través de correo electrónico
Number of quinquennia	0
Number of sexennia	0
No. of positive evaluations by Docencia	0



