



Teaching Guide

Teaching Guide				
Identifying Data				2024/25
Subject (*)	Cultural Communication and Marketing		Code	614552006
Study programme	Máster Universitario en Patrimonio Cultural Dixital			
Descriptors				
Cycle	Period	Year	Type	Credits
Official Master's Degree	1st four-month period	First	Obligatory	5
Language	SpanishGalician			
Teaching method	Face-to-face			
Prerequisites				
Department	EmpresaSocioloxía e Ciencias da Comunicación			
Coordinador	Piñeiro Otero, María Teresa		E-mail	teresa.pineiro@udc.es
Lecturers	González Neira, Ana María		E-mail	ana.gneira@udc.es
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Web				
General description	The evolution of the concept of culture and its relationship with the ways of life and interactions within a society necessitate a revision of both the conception of the cultural offering and heritage product, as well as the forms, means, and strategies for their management, experience, and dissemination. In this regard, the subject "Cultural Communication and Marketing" approaches the composition and management of the cultural offering from a marketing perspective, the creation of the cultural product, as well as the communicative means, forms, and strategies that can amplify its experience and reach.			

Study programme competences / results

Code	Study programme competences / results
A2	CON2-Knowledge about the dissemination and public uses of history and heritage
A5	CON5-Knowledge about the creation and management of heritage projects in the digital environment
A10	CON10-Knowledge about cultural communication and marketing of cultural heritage
B1	HAB1-Be able to establish relationships to produce knowledge in the digital intelligence environment
B5	HAB5-Be able to choose and present the results of all kinds of projects related to the management of digital heritage
B6	DES1-Be able to handle technological and computer tools applied to the digitization of heritage
C1	CB1. Possess and understand knowledge that provides a basis or opportunity to be original in the development and/or application of ideas, often in a research context
C2	CB2. That students know how to apply the knowledge acquired and their problem-solving ability in new or little-known environments within broader (or multidisciplinary) contexts related to their area of ??study
C4	CB4. That students know how to communicate their conclusions ?and the knowledge and ultimate reasons that support them? to specialized and non-specialized audiences in a clear and unambiguous way
C5	CB5. That students possess the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous
C8	CG3. Properly use the technological tools necessary for the acquisition, processing, management and dissemination of digital cultural heritage
C9	CG4. Integrate communication skills oriented to cultural marketing in entrepreneurial environments
C10	CG5. Work in interdisciplinary teams in market business and institutional fields of cultural management
C11	CG6. Create original content in the field of cultural heritage combining humanistic and technological knowledge
C12	CT1. Adapt the use and transfer of knowledge to new situations derived from technological change.
C13	CT2. Actively face the resolution of problems in the social and market environment.
C14	CT3. Acquire an ethical commitment to the various forms of communication in digital environments.

Learning outcomes



Learning outcomes	Study programme competences / results		
Understanding and reflecting on the dissemination and public uses of history and heritage.	AJ2 AJ5 AJ10		CJ5 CJ14
Understanding and applying cultural communication and heritage marketing.	AJ2 AJ5 AJ10	BJ1 BJ6	CJ1 CJ2 CJ4 CJ5 CJ8 CJ10 CJ12 CJ13
Creating and managing heritage projects in the digital environment.	AJ2 AJ5 AJ10	BJ1 BJ5 BJ6	CJ1 CJ2 CJ4 CJ8 CJ9 CJ10 CJ11 CJ12 CJ13 CJ14

Contents	
Topic	Sub-topic
1. Introduction to cultural communication and heritage marketing in traditional and digital environments.	The formation and management of a cultural offering. The dissemination of culture and its value as a preventive conservation policy. The promotion of cultural heritage across different platforms.
2. The management of cultural heritage from the perspective of strategic and operational marketing.	
3. Composition and management of the cultural offering. The heritage product.	
4. The importance of communicating cultural heritage: objectives and expected benefits.	
5. Cultural dissemination as a guarantor of universal access to culture. The informative narrative.	

Planning				
Methodologies / tests	Competencies / Results	Teaching hours (in-person & virtual)	Student's personal work hours	Total hours
Guest lecture / keynote speech	A2 A5 A10 B1 B6 C1 C2 C4 C12 C13	15	15	30
Workshop	A5 A10 B1 B5 C5 C8 C9 C10 C11 C12 C13 C14	20	20	40



Supervised projects	A5 A10 B1 B5 B6 C1 C2 C4 C8 C9 C10 C11 C12 C13 C14	1	42	43
Objective test	A2 A5 A10 B1 C1 C5 C14	1	10	11
Personalized attention		1	0	1

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

Methodologies	
Methodologies	Description
Guest lecture / keynote speech	<p>Lecture-style class illustrated with examples. It will be complemented with materials and audiovisual and multimedia content, which will be made available to students through the virtual campus.</p> <p>In the lectures, tests will be interspersed to determine knowledge and common errors in understanding the theoretical material, activities aimed at reinforcing and facilitating comprehension of the subject matter, as well as guided discussions that require students to demonstrate the acquisition of key concepts and knowledge of the subject.</p> <p>In cases where these activities are established as independent work outside the classroom, tracking methods will be used to determine the degree of task completion. In these cases, the lectures may be dedicated to sharing the tasks or their collaborative correction.</p>
Workshop	<p>Development of various practical activities aimed at highlighting all the knowledge about cultural communication and marketing covered during the lectures. These activities are oriented towards the development of a marketing plan and communication strategy (final project or supervised work).</p> <p>The submission of these practical activities will typically be done at the end of the class or, if not possible, at the time and in the manner specified by the instructor.</p>
Supervised projects	Ideation and development, in small groups, of a marketing plan and a digital communication strategy for a cultural/heritage product. This work also involves the oral presentation-discussion of the project, including the justification-discussion of the decisions made, and the proposal-raising of questions to other groups.
Objective test	Exam with short questions (which may include multiple-choice, fill-in-the-blank, or true-false questions) on the theoretical content of the subject.

Personalized attention	
Methodologies	Description
Workshop Supervised projects	<p>The development of each of these activities will include personalized and continuous support both in and out of the classroom, in order to assist or redirect the planning or execution of each task and to resolve any relevant doubts.</p> <p>In the case of the final project, which involves a greater amount of independent work, the monitoring of these activities will be carried out in the practical classes designated for this purpose, as well as in personalized tutoring sessions upon request by the student or their team.</p>

Assessment			
Methodologies	Competencies / Results	Description	Qualification
Objective test	A2 A5 A10 B1 C1 C5 C14	<p>Development of an exam with short questions on the theoretical content.</p> <p>To pass the subject, it is necessary to pass the exam (obtain a minimum of 15 points).</p>	30



Guest lecture / keynote speech	A2 A5 A10 B1 B6 C1 C2 C4 C12 C13	Attendance and (active) participation in theoretical classes, as well as attention to the issues discussed in them within the final project, will be valued up to one point in the final grade.	10
Workshop	A5 A10 B1 B5 C5 C8 C9 C10 C11 C12 C13 C14	<p>Workshop practices have a maximum value of 2 points in the final grade. Their evaluation will depend on the number of practices submitted on time and in the proper manner, as well as the quality of the work.</p> <p>To count the workshop practices, the student must have attended, developed, and submitted at least 80% of the workshop-type practices (laboratory practices).</p> <p>Only practices/portfolios submitted on time and in the proper manner will be accepted. Failure to meet these requirements will result in the nullification of the submission and, therefore, its evaluation (zero points).</p>	20
Supervised projects	A5 A10 B1 B5 B6 C1 C2 C4 C8 C9 C10 C11 C12 C13 C14	<p>Group work.</p> <p>It has a maximum value of 40 points. Part of this grade (up to 10 points) will be determined by the oral presentation of the work.</p> <p>Only works submitted on time and in the proper manner will be accepted. Those works that do not meet these requirements will receive a score of 0 points.</p>	40

Assessment comments

Here is the translation: With the proposal of each task and/or activity, the instructor(s) will explain in detail the content and formal guidelines, as well as the type of medium and submission date. To pass the subject, the student must obtain a minimum of 5 points in the overall score (50 points), and it is necessary to pass both parts (at least 15 points in the theoretical exam and 30 points between workshop and supervised work). This calculation does not include non-original student exercises, nor works submitted late or in a different format than indicated. Since one of the competencies of the subject is "Working in interdisciplinary teams" (C10), the evaluation includes a correction factor for groups that do not function as a team. For part-time students or those with an academic exemption from attendance, the evaluation of laboratory practices (workshop 20% of the grade) will be carried out through supervised work (which will count for 60% of the grade, including 10% for the presentation). Deliveries and follow-up methods will need to be established with the instructor(s). For the lecture, given the essential in-person and participatory nature of this methodology, attendance is necessary for its calculation (up to a maximum of 10% of the grade). In the case of fraudulent completion of tests or evaluation activities, duly verified, it will result in a failing grade (numerical score 0) in the subject for the corresponding academic term, whether the offense occurs in the first or second opportunity. For this, the grade will be modified in the first opportunity's record if necessary. Those students who have not passed the subject in continuous evaluation (first opportunity) should only retake the failed part in the second opportunity. If the practical part is failed, the student should develop the final project again, individually, following the topics and guidelines specified by the instructors for the SECOND OPPORTUNITY. This project will have a value of 6 points in the final grade, with 1 point derived from the oral presentation-defense of the project. If the student, even after passing both parts, does not manage to pass the subject, they should contact the instructors to agree on which part or parts need to be repeated and how.

Sources of information



Basic	<ul style="list-style-type: none">- Leal Jiménez, Antonio; Quero Gervilla, M^a José (2011). Manual de marketing y comunicación cultural.. Universidad de Cádiz- Camarero Izquierdo, Carmen; Garrido Samaniego, M^a José (2004). Marketing del patrimonio cultural. Pirámide, ESIC- Ibanez, Juan A. (2015). El Museo 2. 0. La Comunicación y el Marketing de las Artes y la Cultura: El Nuevo Papel de los Periodistas y Dircoms. Icom 360 Ediciones- Santos M. Mateos Rusillo (coord.) (2008). La comunicación global del patrimonio cultural icono barra herramientas. Trea <p>Through the virtual campus, specific and updated references for each concrete section will be provided to the students. Additionally, other textual and multimedia content of interest will be available to complement the study of the subject.</p> <p>Through the virtual campus, specific and updated references for each concrete section will be provided to the students. Additionally, other textual and multimedia content of interest will be available to complement the study of the subject.</p>
Complementary	

Recommendations
Subjects that it is recommended to have taken before
Heritage: Concept and Historical Basis/614552001
Subjects that are recommended to be taken simultaneously
Subjects that continue the syllabus
Interactive Products and Social Network Management/614552019
Other comments

(*)The teaching guide is the document in which the URV publishes the information about all its courses. It is a public document and cannot be modified. Only in exceptional cases can it be revised by the competent agent or duly revised so that it is in line with current legislation.