Universidad de Navarra

Communication Skills for Marketing

Teaching guide 2026-27

INTRODUCTION

- **Description:** This 3-credit subject is designed to promote effective use of English in professional contexts in the areas of Marketing and Public Relations, focusing on interpersonal communication skills in formal and informal contexts, and written communication competences. It will also enable students to improve their academic skills in English so that they can participate successfully in other subjects and courses taught in English at undergraduate and postgraduate levels.
- **Course title:** Communication Skills for Marketing
- **Degree:** Marketing, FCOM – School of Communication, Visiting Students
- **Department:** Instituto de Idiomas / Institute of Modern Languages
- **Type of course:** Elective subject
- **Module: VI. Level 1.** Elective courses
- **Language of tuition:** English
- **Requirements:** Level B2 English (e.g. Cambridge English: Advanced, TOEFL iBT 90+, or equivalent)
- **Number of credits:** 3 ECTS
- **Duration:** Semester I
- **Academic year:** 2026–2027
- **Duration:** One semester
- **Timetable:** Friday, 10:00–11:30
- **Room:** Seminario S01, sótano Edificio Amigos (used to be classroom B1)
- **Teacher:** Fergal Kavanagh (fkavanagh@unav.es)

LEARNING OUTCOMES (Competencies)

Citing the officially approved syllabus for these degree programs, the competences covered by this subject are presented in Spanish:

- *CB4: Que los estudiantes puedan transmitir información, ideas, problemas y soluciones a un público tanto especializado como no.*
- *CB5: Que los estudiantes hayan desarrolladoaquellas habilidades de aprendizaje necesarias para emprender estudiosposteriores con un alto grado de autonomía.*
- *CG6. Expresar con fluidez y eficacia comunicativa de manera oral y escrita, sabiendo aprovechar los recursos lingüísticos y literarios que sean más adecuados.*

PROGRAM

The subject comprises four main thematic areas:

1) Introduction and self-marketing (3 classes): General academic skills: genre and text structure, formal/informal register, strategies for academic reading and writing. Introduction to English for Academic Purposes: writing introductions, essays, references and citations, formal/informal style, etc. TASK: LinkedIn profile and letter of motivation, job interview preparation.

2) CRM Customer Relationship Management (3 classes): Vocabulary and phrases related to dealing with the public. Handling complaints in writing and on the telephone. Crisis management and handling interviews. TASK: Simulation of crisis situation. Writing social media statements and apologies to customers.

3) Tourism (3 classes): Vocabulary related to tourism/cultural tourism. Identifying and engaging different publics. Stakeholder analysis.

4) Market research, branding & rebranding (3 classes): Vocabulary related to stakeholders, clients, brand identity. Analyzing advertisements. Role plays to choose ads for specific brands. Tasks: Relaunch a product / service / brand and develop messaging for the campaign. Write up and present campaign brief.

EDUCATIONAL ACTIVITIES

The approach in this subject is task and project-based, involving individual and group work, so class attendance and participation is crucial. Both global and personalized feedback will be given on class activities and evaluation tasks.

ASSESSMENT

Continuous Assessment (70%)

- Integrated Writing Task (Baseline): Color Psychology
- Integrated Writing Task: Economics
- Appraisal Interview: Feedback
- LinkedIn Profile
- Case Study: Relaunching Home2U (Elevator Pitch, Proposal & Video Presentation)
- Co-marketing: Sponsorship Proposal
- Case Study: Al-Munir Hotel Group. Sales Letter
- Roleplay: Political Nightmares.
- Outline a crisis communications strategy. Case 7: Deliver a press statement.
- Corporate communications message to encourage engagement with CSR initiative.
- Integrated Writing Task: Greenwashing

Final Exam (30%)

Re-sit Assessment

Exam

OFFICE HOURS

By appointment: fkavanagh@unav.es.

BIBLIOGRAPHY AND RESOURCES

Course resources will be made available via ADI over the course of the semester.