

Academic Year: (2019 / 2020)

Review date: 16-04-2018

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher:

Type: Electives ECTS Credits : 3.0

Year : 1 Semester :

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

It is not necessary to have passed any other matter previously

OBJECTIVES

The aim of this course is that students delve into the challenges posed by the digital environment in the business models of media companies, at the time that will train you for the analysis of strategies aimed at the improvement in the processes of management and marketing of information products in line with the needs of the audience and advertising.

Learning outcomes and competences acquired by the student:

That the student is able to detect and interpret changes in the process of organization and management of the strategic resources of the business of the media in the digital environment.

That the student is able to perform an in-depth analysis of the current situation in regard to the creation, management and commercialization of new products in the digital environment.

Understand the importance of selecting the relevant information to gain insight into the object of study, in a context such as the present, in which the newspaper companies have had to rethink their business models.

DESCRIPTION OF CONTENTS: PROGRAMME

1. Challenges and opportunities of communication media business before scanning.
2. Legal framework for the development of new business of communication in the digital environment.
3. Key new advertising management in digital media. 4. Marketing of the media in the digital environment.
5. Audience. Changes and control systems
6. Strategies of in the information market.
7. Research work

LEARNING ACTIVITIES AND METHODOLOGY

. Analysis of the new context in which they operate the media in adapting to the digital environment

. Case Study: Trabajo de investigación

. Presentation of the work.

Methodology:

Working sessions with students, to convey the current challenges posed by the digital media environment.

Tutoring in conducting the research.

Presentation and discussion of research

ASSESSMENT SYSTEM

Written examination: 30%

Case study: 50%

Oral examination: 20%

% end-of-term-examination: 30

% of continuous assessment (assignments, laboratory, practicals...): 70

BASIC BIBLIOGRAPHY

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- Maldonado, S. Analítica Web: Medir para triunfar, ESIC, 3ª ed., 2015
- Medina Laverón, Mercedes Estructura y gestión de empresas audiovisuales, Eunsa.
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- Ramonet, I. La explosión del periodismo: de los medios de masas a la masa de los medios, Editorial Universitaria, 2015
- Santesmases Mestre, M Marketing: Conceptos y estrategias, Pirámide, 2012

ADDITIONAL BIBLIOGRAPHY

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- Campos, F. "Los modelos de gestión de las empresas mediáticas": Estudios sobre el Mensaje Periodístico, nº 16, UCM, 2010
- Castell, Manuel La era de la información. Economía, sociedad y cultura, Alianza, 1997
- Diezhandino, M.P. (Coord) El periodista en la encrucijada, Ariel, 2012
- GERSHON, R.A. Intelligent Networks and International Business Communication: A Systems Theory Interpretation, Eunsa, 2010
- IAB Spain Libro Blanco de Compra Programática, IAB Spain, 2014
- IAB Spain Más allá del Click Through Rate Métricas de publicidad online, IAB Spain, 2010
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- MURCIANO, M. El desarrollo de la televisión digital en España, Netbiblo, 2007
- Mendez Noguero, A. Nuevas formas publicitarias, patrocinio, product placement, publicidad en Internet, Universidad de Málaga, 2007
- Munuera J.L. y Rodríguez A.I. Estrategias de Marketing. Un enfoque basado en el proceso de dirección, ESIC, 2007
- Pacheco, M. La publicidad en el contexto digital: viejos retos y nuevas oportunidades, Comunicación Social ediciones y publicaciones, 2008