

Academic Year: (2019 / 2020)

Review date: 11-05-2020

Department assigned to the subject: Department of Communication

Coordinating teacher: SAINZ DE BARANDA ANDUJAR, CLARA

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 2

STUDENTS ARE EXPECTED TO HAVE COMPLETED

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COMPETENCES AND SKILLS THAT WILL BE ACQUIRED AND LEARNING RESULTS.**COMPETENCES**

Manage and solve problems in the new interactive digital environments

Innovate in the communicative environment in the digital environment

Integrate documentary stories within the framework of communication strategies, implementing the product offline and online

Experiment with new interactive storytelling formats

Capacity to create viability studies, package creation and budgets

Identify and classify the appropriate technical and working crews for each phase of the project: preproduction, shooting and postproduction

LEARNING OUTCOMES

-Ability to implement audiovisual projects in the digital environment comprising the different stages of execution.

-Ability to carry out comprehensive communication plans with special attention to the new communication tools offered by the internet.

DESCRIPTION OF CONTENTS: PROGRAMME

1. Introduction to marketing

The advertising media

Media plan

What is transmedia marketing and transmedia marketing?

The new paradigm of social media

The new consumer. From consumer to prosumer

From macro audiences to micro audiences.

2. The strategic marketing plan: starting point

Analysis of the market situation.

SWOT analysis

The objectives: from business objectives to marketing and communication objectives.

Transmedia product analysis: turn your product into a marketing object.

The target: definition and analysis of the target.

3. The strategic marketing plan.

Definition of the communication strategy

Definition of the dissemination strategy

Timing and campaign planning

The budget

4. The strategic marketing plan: Measuring, analysing and optimising

The need to measure campaigns to achieve objectives

Measurement, monitoring and analysis tools

Google Analytics and Social Media Analytics

LEARNING ACTIVITIES AND METHODOLOGY

LEARNING ACTIVITIES: Theoretical class; Theoretical practical classes; Individual student work; Meetings and seminars

TEACHING METHODOLOGIES

Exhibitions in the teacher's class with support of computer and audiovisual media, in which the main concepts of the subject are developed and the bibliography to complement student learning.

Resolution of practical cases, problems, etc. Raised by the teacher individually or in a group.

Exposition and discussion in class, under the moderation of the professor of subjects related to the content of the subject, as well as of practical cases.

Elaboration of papers and reports individually or in groups.

ASSESSMENT SYSTEM

Grading

Class Participation and Assignments and practicals: 40%

Final Exam (Teams and/or individual works on branding): 60%

% end-of-term-examination: 60

% of continuous assessment (assignments, laboratory, practicals...): 40

BASIC BIBLIOGRAPHY

- ARRUTI, LARA; GIRN, BORJA Claves para Conectar con tus Clientes: Enamora a Tus Clientes Con El Blog Y Redes Sociales, CreateSpace Independent Publishing Platform, 2016
- BAUMAN, Z Modernidad líquida, Fondo de Cultura Económica, 2006
- CASTELLS, M The Internet galaxy: reflections on the Internet, business, and society, Oxford University Press, 2001
- JENKINS, H Convergence culture. La cultura de convergencia de los medios de comunicación, Paidós, 2008
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- KAPFERER, J_N. The New Strategic Brand Management, Edition 5, Cogan Page, 2012
- KINGSNORTH, SIMON Digital marketing strategy: an integrated approach to online marketing, Editorial:London ; Philadelphia, PA : Kogan Page, 2016
- Kingsnorth, Simon Digital marketing strategy: an integrated approach to online marketing, Editorial:London ; Philadelphia, PA : Kogan Page, 2016
- RHEINGOLD, H Multitudes inteligentes: la próxima revolución social (Smart mobs), Gedisa, 2004
- SCOLARI, C. Narrativas transmedia. Cuando todos los medios cuentan. , Deusto, 2013
- SOLIS, ALEYDA SEO. LAS CLAVES ESENCIALES , ANAYA MULTIMEDIA, 2016

BASIC ELECTRONIC RESOURCES

- CASTELLÓ MARTÍNEZ, A. . La estrategia de medios sociales, el Inbound Marketing y la estrategia de contenidos: sociales, el Inbound Marketing y la estrategia de contenidos: <http://dialnet.unirioja.es/servlet/articulo?codigo=4247809>