

Academic Year: (2019 / 2020)

Review date: 28/04/2020 19:44:46

Department assigned to the subject: Institute for the Development of Enterprises and Markets (INDEM)

Coordinating teacher: LADO COUSTE, NORA RITA

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 1

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

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OBJECTIVES

COMPETENCES

- CB7, That students know how to apply the acquired knowledge and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study.
- CG2, To understand the functioning of creative processes in advertising communication.
- CG5, To know the new trends in advertising communication according to the changes of the digital society.
- CE4, To plan emerging actions in the field of new advertising communication.
- CE9, To develop and manage advertising productions aimed at traditional media and multimedia.

LEARNING OUTCOMES

- To provide learning of the creative sequence in advertising and creative formats.
- To provide knowledge about problem-solving techniques applied to the elaboration of advertising messages.
- To analyze creativity in conventional and interactive media.
- Learning of the techniques that allow the development of effective texts in the new communicative environment, formed by messages mostly multimedia and hosted on online platforms.

DESCRIPTION OF CONTENTS: PROGRAMME

Block 1: Introduction. Concept and context of digital communication

1. Evolution and trends of advertising
2. Internet as an advertising medium
3. Web 2.0: communication and advertising potential

Block 2: Online advertising. Internet publicity

4. Digital advertising formats: from banner to rich media
5. Email marketing: permission marketing and newsletter
6. Advertising search: search engine positioning

Block 3: Online advertising strategy. Planning, development and measurement of digital campaigns

7. General considerations
8. Phases of an online advertising campaign
9. Social media plan: reputation management in the Net.

Block 4: Digital social networks. Social media and virality processes on the Internet

10. Social media: blog, microblog and social networks
11. Community manager: the figure of the community manager
12. Marketing Word of Mouth (WOM) and viral marketing

LEARNING ACTIVITIES AND METHODOLOGY

LEARNING ACTIVITIES

Theoretical classes
Practical classes
Tutoring
Group work
Individual work

TEACHING METHODOLOGY

- Lectures in class by the lecturer with the support of audiovisual media, in which the main concepts of the course will be developed. Bibliography will be provided in order to complement the knowledge of the students.
- Critical review of readings and audiovisual material suggested by the lecturer: press articles, videos, advertising campaigns, reports, manuals and academic articles, either for class' discussion or for students to amplify and consolidate the courses's content.
- Resolution of advertising and communication case studies posed by the lecturer, in an individual or group manner.
- Presentation and discussion in class, under the lecturer's moderation, of topics related to the course as well as case studies.
- Assignments and reports done by students in an individual or group manner.

ASSESSMENT SYSTEM

% end-of-term-examination/test:	30
% of continuous assessment (assignments, laboratory, practicals...):	70

Practical exercises and class Participation: 7 points.
Final exam: 3 points.

Evaluation Criteria of the Extraordinary Exam:
"The note of the Continuous Assessment is kepted"

BASIC BIBLIOGRAPHY

- Damian Ryan Understanding Digital Marketing, , 3rd Edition. Kogan Page ., 2014
- John Lovett Social Media Metrics Secrets, Wiley, 2011
- Karen Freberg Social Media for Strategic Communication: Creative Strategies and Research-Based Applications, Sage Publishing, 2018
- Simon Kingsnorth Digital Marketing Strategy , Kogan Page , 2016
- Wasserman, Stanley Análisis de redes sociales : métodos y aplicaciones, CIS , 2013