

Media Planning

Academic Year: (2021 / 2022)

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Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: CASCAJOSA VIRINO, CONCEPCION CARMEN

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 1

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

None

OBJECTIVES

COMPETENCES

- CB6, To have 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.
- CB9, That students know how to communicate their conclusions and the knowledge and ultimate reasons that sustain them to specialized and non-specialized audiences in a clear and unambiguous way.
- CB10, That students have the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous.
- CG3, To apply marketing research tools in the field of advertising communication.
- CE4, To plan emerging actions in the field of new advertising communication.
- CE7, To analyze market data to design a strategic communication plan.
- CE8, To identify the main models of new consumer behavior and the determining variables.
- CE10, To identify and define communication objectives and design the most appropriate strategies in the dialogue between brands and consumers.

LEARNING OUTCOMES

- To acquire the knowledge to manage the management in the advertising field according to the excess of information, the offer of advertising supports, the fragmentation of audiences and the complexity of commercial policies.
- To learn how to carry out a strategic analysis.

DESCRIPTION OF CONTENTS: PROGRAMME

1. Introduction to media planning.
2. Key elements to media planning.
 - 2.1. Audience research.
 - 2.2. Media strategy.
3. Paid media.
 - 3.1. Convergence and new media.
 - 3.2. Television.
 - 3.3. Printed media.

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 indivisual or group manner.

ASSESSMENT SYSTEM

% end-of-term-examination/test:	30
% of continuous assessment (assigments, laboratory, practicals...):	70
Grading method	
30% Exam	
25% Practical exercise 1	
25% Practical exercise 2	
20% Participation	

Evaluation Criteria of the Call Extraordinary:
"The note of the Continuous Assessment is saved"