

Academic Year: ( 2021 / 2022 )

Review date: 12/07/2020 23:25:06

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 : 2

## REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

None.

## 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.

CB8, That students are able to integrate knowledge and face the complexity of making judgments based on information that, being incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments.

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.

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.

CE10, To identify and define communication objectives and design the most appropriate strategies in the dialogue between brands and consumers.

CE11, To plan, manage and create transmedia projects.

### LEARNING OUTCOMES

To acquire the knowledge to use the necessary tools in the management and planning of advertising communication activities ranging from the production management of projects in the field of advertising, to the techniques to implement the brand strategy.

To manage the tools related to transmedia project management, from script and planning to resources and budget, including storytelling and creative workshops on the subject.

## DESCRIPTION OF CONTENTS: PROGRAMME

- Definition and history of transmedia.
- Planning the transmedia project: target audience, script and storytelling techniques.
- Study cases.
- Proposal of a transmedia project.

## LEARNING ACTIVITIES AND METHODOLOGY

Theoretical lectures.  
Practical exercises.  
Group tutoring.  
Group activities.

## ASSESSMENT SYSTEM

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

Participation during the classes: 10%  
 Final Project: 60%  
 Examen: 30%

Evaluation Criteria for the Call Extraordinary:  
 The Continuous Assessment is kept