

Academic Year: ( 2023 / 2024 )

Review date: 15-06-2021

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**

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.

CE1, To apply the main advertising theories to the different formats of digital communication.

CE4, To plan emerging actions in the field of new advertising communication.

CE8, To identify the main models of new consumer behavior and the determining variables.

**LEARNING OUTCOMES**

To acquire and apply knowledge about contemporary advertising and communication.

To acquire knowledge about new advertising formats in relation to new trends in communication.

**DESCRIPTION OF CONTENTS: PROGRAMME**

1. Limitations of the current advertising model.
2. Advertising saturation.
3. The new prosumer:
4. The pull model: the new advertising?
5. Transmedia Storytelling: how to create brand stories
6. Transmedia storytelling applied to marketing: from "storytelling" to "storydoing"
7. Transmedia, Crossmedia and Multiplatform communication

**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

### EVALUATION AND GRADING CRITERIA

Final Exam: 5 points.

Class Participation and practical activities: 5 points.

Evaluation Criteria for the Extraordinary Call:

The Continuous Assessment is kept.

**% end-of-term-examination:** 50

**% of continuous assessment (assignments, laboratory, practicals...):** 50

## BASIC BIBLIOGRAPHY

- Autor/es: Mañas Viniegra, Luis Gago Gelado, Rocío Selva Ruiz, David ... Coordinadores: Jose Olivares Santamarina El Branded Content en la Comunicación Posdigital: Estructuras, aplicaciones y casos de éxito Autor/es: Mañas Viniegra, Luis Gago Gelado, Rocío Selva Ruiz, David ... Coordinadores: Jose Olivares Santamarina, Tirant lo Blanch, 2021
- Donald Miller Building a StoryBrand: Clarify Your Message So Customers Will Listen, HarperCollins Leadership , 2017
- Martí Parreño y Muñoz P. Engagement Marketing, Prentice Hall, 2008
- Martí-Parreño, J., Ruiz-Mafé, C. & Scribner. L. Engaging Consumers through Branded Entertainment and Convergent Media., Hersey (PA): IGI Global, 2014
- Mathew Willcox Cómo tomamos decisiones. El lado instintivo del consumidor aplicado al marketing., Pearson, 2016
- Ron et Al Bajo la influencia del Branded Content, ESIC, 2014

## ADDITIONAL BIBLIOGRAPHY

- Lehu, J. M. Branded Entertainment , Kogan Page, 2006
- Martí Parreño, J. Publicidad y videojuegos: los advergames como espacios publicitarios híbridos. , En Scolari, C. (Ed.). Homo Videoludens 2.0, Barcelona: Universidad de Barcelona., (2013).
- Martí-Parreño, J., Ruiz-Mafé, C. & Scribner. L. (2014) Engaging Consumers through Branded Entertainment and Convergent Media. , Hersey (PA): IGI Global. , 2014
- Martí-Parreño, José, Aldás-Manzano, Joaquín, Currás-Pérez, Rafael, & Sánchez-García, Isabel ). Factors Contributing Brand Attitude in Advergames: Entertainment and Irritation, Journal of Brand Management, 2013, 20(5), 374- 388.