

Academic Year: ( 2024 / 2025 )

Review date: 28-05-2024

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)

Ninguna

## 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. Creative trends in a hyperconnected scenario. Digital marketing, social media, streaming. Inbound marketing. Growth Hacking.

BLOCK 2: Technology-based Advertising strategies: wearables and devices, sensors, geolocation campaign management. Design of immersive realities and avatars.

BLOCK 3: Marketing data: data management, segmentation and users, social measurement, machine learning, and recommendation engines.

BLOCK 4 Artificial intelligence applied to creative processes. Prompting techniques, generative AI, content creation.

## 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

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

- Fernández, Eva Big data, eje estratégico de la industria audiovisual, UOC, 2016
- Kingsnorth, Simon Digital Marketing Strategy , Kogan Page , 2016
- Kotler, Philip Marketing 5.0 technology for humanity , John Wiley & Sons Inc, 2021
- Ryan, Damian Understanding Digital Marketing, , Kogan Page (3rd edition), 2014

## ADDITIONAL BIBLIOGRAPHY

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