

Academic Year: (2024 / 2025)

Review date: 06-06-2024

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

The course ¿Media Planning¿ provides students with the essential knowledge to understand and apply media planning strategies and techniques in the field of advertising communication. Throughout the course, students will learn how to research and analyze audiences, develop media strategies, select the most appropriate media and advertising vehicles, and measure the effectiveness of advertising campaigns. Content ranges from an introduction to the basics of media planning to more specific topics such as new media convergence, television and print advertising, and evolving trends in the field.

To acquire this knowledge, students will participate in practical and theoretical activities that include lectures by the professor, critical readings, and viewing of relevant audiovisual material. They will also work in groups and individually in the resolution of case studies, which will allow students to apply what they have learned in real situations and develop analytical and strategic skills in media planning. Class interaction through presentations and discussions will also be fundamental to consolidate learning and foster a deep understanding of the topics covered.

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 individual or group manner.

ASSESSMENT SYSTEM

% end-of-term-examination: 30

% of continuous assessment (assignments, laboratory, practicals...): 70

Grading method

30% Exam

70% Practical exercises

Evaluation Criteria of the Call Extraordinary:

"The note of the Continuous Assessment is saved"

BASIC BIBLIOGRAPHY

- GONZÁLEZ LOBO, M^a A. - CARRERO LÓPEZ, E Manual de planificación de medios. , Editorial ESIC, Madrid. Última edición

- JAUSET, J. La investigación de las audiencias en televisión. , Paidós, Barcelona, 2000

- López, M. Publicidad y comunicación persuasiva: Estrategias de medios y medición de efectividad, Editorial Pirámide, 2021

- MADINAVEITIA, E. Las medidas de la eficacia. En J. S. Victoria Mas, Reestructuras del sistema publicitario (págs. 207-210)., Editorial Ariel, S.A, Barcelona. 2005

- PERLADO LAMO DE ESPINOSA, M. Planificación de Medios de comunicación de masas. , McGraw - Hill, , 2006

- PÉREZ-LATRE, Francisco Javier Planificación y gestión de medios publicitarios., Ariel, Barcelona, 2000.

- REINARES LARA, Eva Marina i Pedro J. Fundamentos básicos de la gestión publicitaria en televisión, ESIC, Madrid, 2003.

ADDITIONAL BIBLIOGRAPHY

- Arens, W. F., Weigold, M. F., & Arens, C. Contemporary Advertising and Integrated Marketing Communications, McGraw-Hill Education, 2021
- Belch, G. E., & Belch, M. A. Advertising and Promotion: An Integrated Marketing Communications Perspective, McGraw-Hill Education, 2021
- Duncan, T. Principles of Advertising & IMC, McGraw-Hill Education, 2004
- Jaffe, J. Life after the 30 second spot: energize your brand with a bold mix of alternatives to traditional advertising, John Wiley & Sons, New Jersey, 2005.
- Katz, H. The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying, Routledge, 2022
- Lane, W. R., King, K. W., & Reichert, T. Kleppner's Advertising Procedure., Pearson, 2008
- Sissors, J. Z., & Baron, R. B. Advertising Media Planning., McGraw-Hill Education, 2021