

Academic Year: (2024 / 2025)

Review date: 05-06-2024

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 : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

None

OBJECTIVES**COMPETENCES**

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.

CB10, That students have the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous.

CG4, To identify the brands strategy in the current saturated advertising market.

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

CE7, To analyze market data to design a strategic communication plan.

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

LEARNING OUTCOMES

To know the main dimensions and constructs relevant to strategic brand management, as well as their metrics.

To be able to set and establish the most appropriate communication and advertising objectives according to brand values and budgetary restrictions.

To design strategies that optimize the dialogue between consumers and brands, enhancing interactivity.

DESCRIPTION OF CONTENTS: PROGRAMME

1. The value of the brand and its measurement: Current context; Building a brand; What is the value of a brand; Short vs. long term.
2. Digital analytics: The importance of digital measurement; Traditional vs. digital media; Difference between metrics and analytics; Main metrics; Google and Adobe Analytics.
3. Metrics in social networks: Typologies; Main metrics; Tools
4. Optimization: Fundamentals; Typologies; Tools; Tools
5. The voice of the consumer: How to measure it; Metrics used: CSAT and NPS.

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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 analysis of advertising elements and viewing of audiovisual material recommended by the professor of the subject: press articles, videos, advertising campaigns, reports, manuals and/or academic articles, either for later discussion in class, or to expand and consolidate the knowledge of the subject.
- 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.
- Practical activities and group games during the classes to fix the explained contents.
- 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

Class Participation 20%
Through three exercises to be carried out in class

Practical Assignment 50%
Case in groups; performed in the last class.

Final exam 30%

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

BASIC BIBLIOGRAPHY

- Aaker, D. A. Building Strong Brands, New York: Free Press, 1996
- Busch, Oliver (Ed.) Programmatic Advertising The Successful Transformation to Automated, Data-Driven Marketing in Real-Time, Springer International Publishing, 2016
- Guy Kawasaki The Art of Social Media: Power Tips for Power Users Hardcover, Penguin, 2014
- Jerry Rackley Marketing Analytics Roadmap, <http://link.springer.com/book/10.1007%2F978-1-4842-0259-3>, 2015
- John Lovett Social Media Metrics Secrets,, Willey, 2011
- Sharp, B. How brands grow : what marketers don't know, Oxford University Press, 2010
- Simon. Kingsnorth Digital marketing strategy : an integrated approach to online marketing, Kogan Page , 2019
- Wendy W. Moe, David A. Schweidel Social Media Intelligence, Cambridge University Press, 2014

