

COURSE: ADVERTISING IN NEWS MEDIA		
DEGREE: BACHELOR IN JOURNALISM	YEAR: 3	TERM: 1

WEEKLY PLANNING								
WEEK	SESSION	DESCRIPTION	TEACHING (mark X)		SPECIAL ROOM FOR SESION (computer classroom, audio-visual classroom...)	WEEKLY PROGRAMMING FOR STUDENT		
			L E C T U R E S	S E M I N A R S		DESCRIPTION	CLASS HOURS	HOMEWORK HOURS (Max. Estim. 6,5h)
1	1	Advertising in the media	x			Lectures recommended by the teacher	1,5	6,5
	2	Relationships between media, advertising agencies and advertisers	x			Lectures recommended by the teacher	1,5	
2	3	Concentration, media and advertising	x			Lectures recommended by the teacher	1,5	6,5
	4	Advertising regulation	x			Lectures recommended by the teacher	1,5	
3	5	Illegal Advertising	x			Lectures recommended by the teacher	1,5	6,5
	6	Advertising contracts	x			Lectures recommended by the teacher	1,5	
4	7	Media planning	x			Lectures recommended by the teacher	1,5	6,5
	8	Selection of media and advertising	x			Lectures recommended by the teacher	1,5	
5	9	Control of audience	x			Lectures recommended by the teacher	1,5	6,5
	10	Advertising rates	x			Lectures recommended by the teacher	1,5	
6	11	Practice 1: : Analysis of the press as a means of advertising	x			Consultation of the material indicated by the teacher	1,5	6,5
	12	Practice 1: : Analysis of the press as a means of advertising	x			Consultation of the material indicated by the teacher	1,5	

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7	13	Practice 2: Analysis of the television as a means of advertising	x			Consultation of the material indicated by the teacher	1,5	6,5
	14	Practice 2: Analysis of the television as a means of advertising	x			Consultation of the material indicated by the teacher	1,5	
8	15	Practice 3: Análisis de la radio como medio publicitario Media planning: Briefing	x			Consultation of the material indicated by the teacher	1,5	6,5
	16	Practice 3: Análisis de la radio como medio publicitario Media planning: Briefing	x			Consultation of the material indicated by the teacher	1,5	
9	17	Advertising formats	x			Lectures recommended by the teacher	1,5	6,5
	18	Advertising in the media environment	x			Lectures recommended by the teacher	1,5	
10	19	Practice 4: Advertising formats in the digital environment Media planning: Competitive analysis	x			Consultation of the material indicated by the teacher	1,5	6,5
	20	Practice 4: Advertising formats in the digital environment Media planning: Competitive analysis	x			Consultation of the material indicated by the teacher	1,5	
11	21	Media planning : Objectives	x			Consultation of the material indicated by the teacher	1,5	6,5
	22	Media planning : Objectives	x			Consultation of the material indicated by the teacher	1,5	
12	23	Media planning: Selection of objective public	x			Consultation of the material indicated by the teacher	1,5	6,5
	24	Media planning: Selection of objective public	x			Consultation of the material indicated by the teacher	1,5	
13	25	Media planning: Advertising media selection	x			Consultation of the material indicated by the teacher	1,5	6,5
	26	Media planning: Advertising media selection	x			Consultation of the material indicated by the teacher	1,5	
14	27	Oral presentations	x			Organizing the oral presentation	1,5	6,5
	28	Oral presentations	x			Organizing the oral presentation	1,5	
Subtotal 1							42	91
Total 1 (Hours of class plus student homework)							133	

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15		Tutorials, handing in, etc					3,6	-
16	Assessment						3	10
17								
18								
Subtotal 2							6,6	10
Total 2 (Hours of class plus student homework)							17	
TOTAL (<i>Maximun 150 horas</i>)							150	