



SUBJECT: Transmedia Marketing

MASTER DEGREE: Master in Documentary and Transmedia Journalism Feature

ECTS: 3

QUARTER: 2

TIMETABLE FOR THE SUBJECT

WEEK	SESSION	DESCRIPTION OF EACH SESSION	GROUP (X mark)		Indicate if a different lecture room is needed (computer, audiovisual, etc.)	HOMEWORK PER WEEK		
			1	2		DESCRIPTION	ATTENDING HOURS	HOMEWORK Max. 7H/WEEK
1	1	Advertising media Media plan					1.5	
	2	Introduction to marketing What is marketing and transmedia marketing The new paradigm of social media					1.5	
	3	The new consumer. From consumer to prosumer From macro audiences to micro audiences.					1.5	2
2	1	Analysis of the market situation: the environment, the category, etc Analysis of the competition Definition of objectives: from business objectives to marketing and communication objectives.					1.5	
	2	The target: definition and analysis of the target. Analysis of the product. Turn your product into a marketing object.					1.5	
	3	Analysis tools					1.5	3



3	1	SWOT Analysis Analysis of the transmedia product: from the point of departure to the target point.					1.5	
	2	The strategic marketing plan: Definition of communication strategy Definition of positioning Definition of messages, etc.					1.5	
	3	Practice					1.5	3
4	1	The strategic marketing plan The channels. Explanation of the POE model The formats. The timing					1.5	
	2	Retrotiming Budget					1.5	
	3	Practice					1.5	4
5	1	The strategic marketing plan: Measure, analyze and optimize The need to measure campaigns to achieve the objectives Measurement and analysis tools (free, paid, templates, etc) Google Analytics and Social Analytics					1.5	
	2	Práctica: análisis					1.5	5
TOTAL HOURS							21	17