



COURSE NAME: BRANDED CONTENT AND NEW TRENDS

POSTGRADUATE COURSE: MASTER IN ADVERTISING COMMUNICATION
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ECTS. 3

TERM: 2

COURSE TIMETABLE
WEEKLY PLANNING

WEEK	N SESSI	CONTENT DESCRIPTION OF THE SESSION	GROUP		Indicar espacio distinto de aula (aula informática, audiovisual, etc.)	STUDENTS WEEKLY WORK			
			BIG	SM ALL		DESCRIPTION	ATTENDANCE HOURS	WORK HOURS (Max. 7h/week)	
1	1	1. Limitations of the current advertising model (JM)	X				1,5	2	
	2	1. Limitations of the current advertising model (JM)	X				1,5	2	
	3	2. Advertising saturation (JM)	X				1,5	2	
2	4	3. The new prosumer (JM)	X				1,5	2	
	5	3. The new prosumer (JM)	X				1,5	2	
	6	4. The pull model: the new advertising? (JM)	X				1,5	2	
3	7	5. Transmedia Storytelling: how to create brand stories (BSO)	X				1,5	2	
	8	5. Transmedia Storytelling: how to create brand stories (BSO)	X				1,5	2	
	9	5. Transmedia Storytelling: how to create brand stories (BSO)	X				1,5	2	
4	10	6. Transmedia storytelling applied to marketing: from "storytelling" to "storydoing" (PM)	X				1,5	2	
	11	6. Transmedia storytelling applied to marketing: from "storytelling" to "storydoing" (PM)	X				1,5	2	
	12	6. Transmedia storytelling applied to marketing: from "storytelling" to "storydoing" (PM)	X				1,5	2	
5	13	7. Transmedia, Crossmedia and Multiplatform communication (DC)	X				1,5	2	
	14	7. Transmedia, Crossmedia and Multiplatform communication (DC)	X				1,5	2	
	15	7. Transmedia, Crossmedia and Multiplatform communication (DC)	X				1,5	2	
6	16	7. Transmedia, Crossmedia and Multiplatform communication (DC)	X				1,5	2	
	17	7. Transmedia, Crossmedia and Multiplatform communication (DC)	X				1,5	2	
Subtotal 1							25,5	34	
Total 1 (Attendance hours and student's work hours between weeks 1 to 6)								59,5	
7-11	Submission of assignments								4
	Tutorial time. Meeting with students.								2
	Final exam preparation and attendance Grading								9,5
Total 2 (Student's work hours between weeks 7 to 11)								15,5	
TOTAL HOURS (Total 1 + Total 2: Attendance hours and student's work hours between weeks 1-11)								75	