



**COURSE NAME: PRODUCTION MANAGEMENT OF ADVERTISING PROJECTS**

**POSTGRADUATE COURSE: MASTER IN ADVERTISING COMMUNICATION**  
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**ECTS.**  
**3**

**TERM: 4**

**COURSE TIMETABLE**  
**WEEKLY PLANNING**

W	S	CONTENT DESCRIPTION OF THE SESSION	GROUP		Space (if different from classroom)	STUDENTS WEEKLY WORK		
			BIG	SMAL		DESCRIPTION	ATTENDANCE HOURS	WORK HOURS (Max. 7h/week)
1	1	1. History and definition of transmedia. (CC)	X			Lectures and student's work	1,5	2
	2	2. Transmedia Project design. Objetivos. (CC)	X			Lectures and student's work	1,5	2
	3	2. Transmedia Project design. Objetivos. (CC)	X			Lectures and student's work	1,5	2
2	4	2. Transmedia Project design. Script. (IV)	X			Lectures and student's work	1,5	2
	5	2. Transmedia Project design. Script. (IV)	X			Lectures and student's work	1,5	2
	6	2. Transmedia Project design. Script. (IV)	X			Lectures and student's work	1,5	2
3	7	3. Transmedia Project design. Format and narrative development. (PL)	X			Lectures and student's work	1,5	2
	8	3. Transmedia Project design. Format and narrative development. (PL)	X			Lectures and student's work	1,5	2
	9	3. Transmedia Project design. Format and narrative development. (PL)	X			Lectures and student's work	1,5	2
4	10	3. Transmedia Project design. Format and narrative development. (PL)	X			Lectures and student's work	1,5	2
	11	3. Transmedia Project design. Format and narrative development. (PL)	X			Lectures and student's work	1,5	2
	12	3. Transmedia Project design. Format and narrative development. (PL)	X			Lectures and student's work	1,5	2
5	13	4. Project presentation. (CC)	X			Lectures and student's work	1,5	2
	14	4. Project presentation. (CC)	X			Lectures and student's work	1,5	3
<b>Subtotal 1</b>							<b>21</b>	<b>28</b>
<b>Total 1 (Attendance hours and student's work hours between weeks 1 to 6)</b>								<b>49</b>
7-8	Submission of assignments							14
	Tutorial time. Meeting with students.							2
	Final exam preparation							10
<b>Total 2 ( Student's work hours between weeks 7 to 8)</b>								<b>26</b>
<b>TOTAL HOURS (Total 1 + Total 2: Attendance hours and student's work hours between weeks 1-8)</b>								<b>75</b>