

**REGULATIONS OF THE MASTER THESIS OF THE MASTER IN
ADVERTISING COMMUNICATION
UNIVERSIDAD CARLOS DE III DE MADRID**

Regulations approved by the Direction Committee of the School of Graduate Studies of Universidad Carlos III de Madrid on December 11, 2017.

Academic framework of the Master Thesis

The Master Thesis in the Master in Advertising Communication has a course load of 6 ECTS credits, corresponds to the second semester and is compulsory. It can be presented and defended either in Spanish or English and consists of an original and unpublished work accompanied by an academic memory, according to the different specializations offered. The objective of the Master Thesis is for the student to demonstrate the acquisition of the general and specific competences of the Program. It will be done individually (exclusively in research specialization) or in a group of three students (the three other specializations). If done by a group of students, each one will be responsible for a part of the Master Thesis clearly identifiable and will receive an individual mark by the judging commission derived from the mark of the Master Thesis.

According to the Program Verification Report, the following stages of development will be taken into consideration during the progress of the Master Thesis:

- Acquisition of the analytical capacity on the subject.
- Organization and planning of the work.
- Use of relevant basic bibliography on a topic.
- Recollection, organization, processing and analysis of data from the techniques learned.
- Translation of all of this knowledge into a proposal whose quality will be measured as part of the final mark.

For the development of the Master Thesis, the following elements must be taken into consideration:

- Assignment to the field of advertising communication and the curricular contents of the Program.
- Application of the results to a real professional context.
- Innovative character, either in the selection of development tools, content or communicative format.
- Ethical commitment respectful of the current legal framework, democratic values and deontology of the advertising profession.

Before the end of the teaching sessions of each academic year, each student or group of students who will work together will communicate to the coordination of Master Thesis the choice of the specialization to which they want to be assigned, so a tutor can be appointed.

The specializations of the Master Thesis are the following:

- a) Advertising campaign based on a briefing.
- b) Communication plan for a company / organization.
- c) Transmedia advertising project Bible.
- d) Original research on advertising communication.

The Master Thesis must be accompanied with an academic report whose characteristics are established in each specialization. The submission will be using the Aula Global platform, according to the procedures of the School of Graduate Studies.

SPECIALIZATIONS OF THE MASTER THESIS

a) Advertising campaign based on a briefing.

In this specialization, students must design an advertising campaign based on a real briefing. This campaign is a series of messages that result from a creative strategy with the objective of selling a product or service generating interest in a specific group. The basis of this work is a combination of the analysis of the client's needs and the creative proposals made to satisfy them. For this, a document must be drawn up which includes at least the following sections:

- Research: brand analysis, definition and analysis of the target audience and their behaviour, identification and definition of the communication problem and conclusions. Field research.
- Strategy: proposal of advertising strategy and objectives to be achieved and its measures.
- Creativity: creative proposal and development of sketches (with pre-test of the them).
- Production: production plan, media plan proposal and results of the evaluation plan. Advertising post-test proposal and analysis of the effectiveness of the media.

At a preliminary meeting with the tutor, a briefing proposal will be presented to each group (three students). Length: The Master Thesis should not exceed 50 pages, DIN A4, written on one side, front Arial 12 points, line spacing 1.5.

Academic Report: The Master Thesis must be accompanied by an academic report, which will be presented separately. It will consist of the following sections:

- Justification and interest of the object of study.
- Executive summary of the campaign.
- Analytical tools employed.
- Explanation of the development of the Master Thesis and details of the division of roles between the group members.
- Results / Conclusions.
- Bibliography and sources used.

The academic report must have between 15 and 20 pages, DIN A4, written on one side, font Arial 12 points, line spacing 1.5.

b) Communication plan for a company / organization.

A communication plan is the professional document that details the communicative strategy that an institution, organization, company or public person must follow during a certain period of time. The plan proposed for the preparation of this Master Thesis should be focused on the relationship with

the media for a year. Although there is no specific model of a plan, it is composed, as a rule, of the following parts:

- Pre-audit, with quantitative and qualitative field research.
- Initial state.
- Goals.
- Audiences.
- Messages.
- Channels.
- Spokespeople.
- Schedule of actions.

At a preliminary meeting with the tutor, a proposal of a company/organization will be presented to each group (three students). Length: The Master Thesis should not exceed 50 pages, DIN A4, written on one side, front Arial 12 points, line spacing 1.5.

Academic Report: The Master Thesis must be accompanied by an academic report, which will be presented separately. It will consist of the following sections:

- Justification and interest of the object of study.
- Executive summary of the communication plan.
- Analytical tools employed.
- Explanation of the development of the Master Thesis and details of the division of roles between the group members.
- Results / Conclusions.
- Bibliography and sources used.

The academic report must have between 15 and 20 pages, DIN A4, written on one side, font Arial 12 points, line spacing 1.5.

c) Transmedia advertising project Bible.

The Bible for a transmedia advertising project is the basis for the planning and implementation of a communicative action of support and promotion to a product or service previously established and that will take place in a specific

period using several media platforms. The Bible will have the following sections or equivalents:

- Treatment: Narrative description of the story and a script sample.
- Quantitative and qualitative research about the proposal.
- Functional specifications: Relation of the narrative of the history with the design and the technical elements of the project.
- Proposal of aesthetic design, containing the visual and sound elements of the history and their respective interfaces.
- Technological specifications, including technological vision of the platform and system architecture.
- Business and marketing, which should include indicators of success, needs, audiences, business model, production equipment and copyrights.

At a preliminary meeting with the tutor, a production/service as the basis of the transmedia advertising project Bible will be presented to each group (three students). Length: The Master Thesis should not exceed 50 pages, DIN A4, written on one side, front Arial 12 points, line spacing 1.5.

Academic Report: The Master Thesis must be accompanied by an academic report, which will be presented separately. It will consist of the following sections:

- Justification and interest of the object of study.
- Executive summary of the transmedia bible.
- Analytical tools employed.
- Explanation of the development of the Master Thesis and details of the division of roles between the group members.
- Results / Conclusions.
- Bibliography and sources used.

The academic report must have between 15 and 20 pages, DIN A4, written on one side, font Arial 12 points, line spacing 1.5.

d) Original research on advertising communication.

Exceptionally, the Master Director may authorize the completion of Master Thesis as an original research carried out individually. For this, the student must write a previous document explaining the justification of the proposal according to the following factors:

- Motives for the request.
- Professional interest of the research.
- Originality and elements innovation of the research.
- Proposed case study.

The research work will have at least the following sections:

- Abstract / abstract, with keywords
- Justification
- Hypothesis and objectives.
- Methodology. Quantitative and qualitative research
- State of the art
- Theoretical framework
- Empirical analysis
- Conclusions
- Bibliography

Length: The Master Thesis should not exceed 50-60 pages, DIN A4, written on one side, front Arial 12 points, line spacing 1.5.

Academic Report: The Master Thesis must be accompanied by an academic report, which will be presented separately. It will consist of the following sections:

- Abstract and keywords.
- Problem description and work proposal.
- Professional interest of the research.
- Originality and elements innovation of the research.
- Schedule of the research.
- Future lines of work and transference of results.

The academic report must have between 5 and 10 pages, DIN A4, written on one side, font Arial 12 points, line spacing 1.5.

Tutoring of the Master Thesis

The tutors of the Master Thesis will be appointed by the academic committee of the Program according to the specialization preferences of the students. The tutors will be either lecturers teaching in the Master or members of the respective academic units which organize it (Institute for the Business Development [INDEM] and the Department of Journalism and Audiovisual Communication). The academic tutor will guide the student in the planning and completion of the Master Thesis, ensuring that the objectives set are met. The tutor will also be responsible for making a favourable or unfavourable report on the advisability of defending the Master Thesis. During the elaboration of the Master Thesis, the student or group of students must present to the tutor the progress of the work in the terms and by the channels agreed by both parts. After a tutor is appointed, he will have a minimum of 3 meetings with the student/students.

Submission and public defence of the Master Thesis

The public defence of the Thesis will occur when the student has passed all the subjects of the Master, within the periods enabled for this purpose in the current academic calendar for graduate studies. The normative framework for the realization of the Master Thesis in the context of the Master Programs at UC3M establishes the basic characteristics and requirements that must concur in the elaboration, defence and qualification of the Master Thesis.

The composition of the judging commission of the Master's Thesis will be adjusted to that indicated in said regulations, established by the Graduate School. The members of the judging commission will be designated by the Director of the Master, and among these cannot be included the tutor of the Master Thesis being defended and marked. The same commission may mark one or more Master Thesis in accordance with what the Director of the Master had arranged

The public defence of the Master Thesis can only take place if the student has pass all the credits (ECTS) of the compulsory (C) and optional (OP) subjects of the Master, except for the internships. In the public defence, the student/group of students will have a maximum of 20 minutes to present the main elements of the Master Thesis, and then the members of the judging commission will comment on the Master Thesis and ask questions that will be answered by the student/s.

The judging commission will submit an individual marking report of the Master Thesis, which will indicate the title of the Master Thesis, and the level of acquisition of the competences evaluated. This evaluation will be done using the marking matrix approved by the School of Graduate Studies according to the specification of the Program, taking into consideration both the written Master Thesis and its corresponding academic report as well as the public defence.