

Strategic Advertising Media

Code: 103161
ECTS Credits: 6

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	OT	4	0

Contact

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Use of Languages

Principal working language: catalan (cat)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: No

Teachers

Xavier Martín Almansa

Prerequisites

L'assignatura és la continuació natural de l'assignatura de Planificació de Mitjans del tercer curs de Publicitat.

Objectives and Contextualisation

The main objective of the course is to introduce the student into the strategic media planning world. To achieve this goal, the subject will focus on:

- 1.- Characteristics of the different mass media in order to carry out a correct media selection in a media strategy.
- 2.- Creativity related to media research & formats.
- 3.- Research skills related to media briefings.
- 4.- The importance of the target understanding.
- 5.- Being able to create a correct media strategy (strategic decision), based on certain objectives.
- 6.- Public presentations practice.

Competences

- Set communication objectives and design strategies that are suited to the dialogue between brands and consumers.
- Show leadership, negotiation and team-working capacity, as well as problem-solving skills.

Learning Outcomes

1. Analyse the principles that lay the foundations for effectiveness analysis (cost-impact ratio).
2. Demonstrate knowledge of the basic principles of negotiating with the media and the purchase of advertising space.
3. Identify the target audience in developing a media plan.
4. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.

Content

- 1.- Qualitative and quantitative characteristics of the advertising media: Press, Magazines, Radio, Cinema, Exterior, Internet, Television
- 2.- Media Strategy Development: Briefing, Situation Analysis, Media Strategy, Media Selection, Tactics, Media Selection, Negotiation, Evaluation, Post Campaign Monitoring and Analysis
- 3.- Case Studies: Examples of Media Strategies
- 4.- Media Negotiation Techniques
- 5.- Presentation Techniques applied to the Media Strategy

Methodology

The methodology of the subject is organized around theoretical and practical sessions oriented to the presentation of a final project.

30 hours of directed sessions (theory and seminars),20%

80 hours of Autonomous Work (internship and final work),53%

32.5 hours of supervised sessions (tutorials and practises), 22%

7.5 hours of evaluation sessions. Practical presentation and final work, 5%

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Seminars	15	0.6	1, 4, 2, 3
Theoretical Classes	15	0.6	1, 3
Type: Supervised			
Practice	25	1	1, 4, 2, 3
Tutorial Classes	7.5	0.3	4
Type: Autonomous			
Practice	80	3.2	1, 4, 2, 3

Assessment

The evaluation of the subject will be based on the evaluation of the practices and the attendance and participation.

All the activities will have to be passed to qualify for the final evaluation of the subject. The attendance to the following REEVALUATION ACTIVITIES

The last three weeks of the course will be devoted to reevaluation activities.

To have access to reevaluation, the average previous grades should be of minimum of 3.5

The student who makes any irregularity (copy, plagiarism, identity theft, .

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Final Project	40%	2.25	0.09	1, 4, 2, 3
Practice	60%	5.25	0.21	1, 4, 2, 3

Bibliography

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Martínez Ramos, Emilio. El uso de los medios de comunicación en marketing y publicidad. Akal (Madrid, 1992).

Sánchez Revilla, Miguel Angel. ¿Dónde está mi competencia? Cómo utilizar y realizar de la forma más positiva el análisis de competencia en publicidad. Infoadex (Madrid, 1998).

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Complementary Bibliography

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