

Strategic Planning and the Planner

Code: 43401
ECTS Credits: 9

Degree	Type	Year	Semester
4314947 Strategic Planning in Advertising and Public Relations	OB	0	1

Contact

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Use of Languages

Principal working language: spanish (spa)

Teachers

Samanta Judez Fuentes

Prerequisites

There are no prerequisites for taking the subject, although it is advisable to have prior knowledge about the main

Objectives and Contextualisation

The objectives of the module are:

- Strengthen and expand students' knowledge about the figure and role of the planner.
- Provide and expand students' knowledge in the areas of greatest incidence in strategic planning.

Competences

- Display familiarity with the literature and adapt available results in order to address new or little-known problems, making innovative proposals.
- Set communication objectives and design strategies that are suited to the dialogue between brands and consumers.
- Situate the current problems in the field of communication in their historical context.
- Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.
- Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.
- Work in a team, showing respect for the roles of its members (workload, responsibilities, merits, etc.) and its dependencies.

Learning Outcomes

1. Analyse the advantages and problems of working in teams within the businesses and organisations being studied.

2. Apply the different theoretical models of strategic planning to solve practical problems in real communication scenarios.
3. Carry out the communication diagnosis, which will be the basis for the strategic communication plan.
4. Decide on the most appropriate communication strategy to deliver advertising to the target audience.
5. Identify the historical origins of the figure of professional planner.
6. Manage advertisers' brand strategies effectively and efficiently.
7. Understand how the discipline of strategic communication has evolved in recent years.
8. Understand the original approach of this master's degree and the function performed by planners in advertising and PR.

Content

1. Brand Essence and defining elements of the brand identity.
2. Define / re-adjust target audience
3. Emotional motivations and insights
4. Premiumization vs. private/retailer label. Positioning options
5. Setting the strategy: from a brand's opportunity to the communication objective
6. From communication concept to the creative big idea and execution of the activation
7. Brand architecture choices
8. Evolution of strategic planning: identifying the essential contact points for the brand

Methodology

We use the case method. This implies the preparation of a case linked to each topic, its resolution and related theoretical topics explanation through an exposition of the teacher and article's pre-readings.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
We use the case method. This implies the preparation of a case linked to each topic, its resolution and related theoretical topics explanation through an exposition of the professor and articles pre-readings.	225	9	1, 2, 8, 7, 4, 3, 6, 5

Assessment

The evaluation of the module is carried out through the participation of the student in a group work, in which a specific case will be developed based on the knowledge and skills acquired throughout the sessions.

- 70% of the grade will be linked to the written Work

- 30% of the grade will be linked to the oral presentation

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Written work + oral presentation	100	0	0	1, 2, 8, 7, 4, 3, 6, 5

Bibliography

- *How to plan advertising*; APG
- *Sutherland & Sylvester. Advertising and the mind of the consumer*
- *Keller, Kevin L. Strategic Brand Management*; Prentice Hall
- *Dru, JM. Disruption*; Eresma
- *Zaltman, Gerald. How customers think*; Harvard BS Press
- *Reiss, Steven. Who Am I? The 16 Basic Desires That Motivate Our Actions and Define Our Personalities*; Berckley Books
- *Fortini-Campbell, Lisa. Hitting the sweet spot*; The Copy Workshop
- *Steel, Jon. Verdades, mentiras y publicidad*; Eresma
- *Zaltman, Gerald. Marketing Metaphoria*; Harvard BS Press
- *Gradwell, Malcolm. The tipping point*; Black Bay Books
- *Osterwalder, A. Value proposition design: How to create products and services customers want*

Various articles and essays will be delivered for the study and development of each topic.