

Strategic Planning

Code: 103157
ECTS Credits: 6

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

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

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Use of Languages

Principal working language: spanish (spa)
Some groups entirely in English: No
Some groups entirely in Catalan: No
Some groups entirely in Spanish: No

Prerequisites

Within the framework of the prevention and prey of security measures in the field of the Covid-19 virus, the subjects of the 1st quarter will be carried out in a semi-face-to-face format. For this reason, students who want to study this subject must have within their reach the possibility of accessing information and communication technologies (ICTs) that guarantee the correct follow-up of the subject, within these technologies you must have:

- Computer support to access the Virtual Campus and visualize audiovisual learning activities and carry out practical training activities.
- Communication tools and technologies capable of telematic teamwork. We are talking about tools that allow communication by group teleconference

Objectives and Contextualisation

The subject is conceived to know the strategic planning, the function of the planner, the tools and techniques available and the reason for their work. Thus the subject gives the basic tools to understand the analysis, diagnosis and planning processes of a trademark and its application to advertising activity.

At the end of the course, the student will have to be able to solve practical cases, make decisions and make judgments based on limited information regarding the strategy of advertising communication, as well as creating brand content. In general, this result must be translated into the creation and implementation of an integrated brand communication strategy.

Competences

- Analyse market data (competition and brand image) to develop a communication plan.
- Demonstrate knowledge of management theories in the management of advertising companies and organisations.
- 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. Describe the nature of exchange relations between advertising companies and consumers.
3. Differentiate the formats for presenting public relations activities (consultancies, special events, fairs, crisis management, publicity, etc.).
4. Identify the consumers needs and appraise their role in the purchasing process.
5. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.

Content

Topic 0 Contextualization of the subject:

1. Guidelines in which the subject of Strategic Planning in Advertising will be developed. Presentation of the subject, the material, the methodology and the academic calendar.

Topic 1 Principles of Strategic Planning:

1. Strategic Planning (definition, history)
2. The figure of the planner: appearance, mentality and attitude of the planner
3. Principles of advertising and communication strategy

Topic 2 Consumer Psychology and Sociology: Consumer behavior.

1. Principles of analysis of consumer behavior and consumption
2. Purchase process: drivers / symbolic consumption / needs that satisfy consumption
3. Self and identity
4. Purchase behavior models
5. Factors of consumer behavior: Culture / Society / Person / Psychology (Motivation)
6. Aspects associated with symbolic consumption: Freedom, Happiness, Love, Sexuality
7. The communication.

Topic 3 The Brand as a strategic asset

1. Principles of branding for strategic planning
2. History of advertising brands
3. The brand and the mind of the consumer
4. Planning of the strategy and type and brands based on the brand portfolio
5. IVC principles

Topic 4 Growth strategies

1. Concept of competitive advantage as brand purposes
2. Growth strategies for brands
3. Imitation VS. differentiation

Theme 5: Campaign 1: Strategic Preparation

1. Knowledge of the final consumer
2. Insights vs ACB'S
3. Needy, benefits and wishes
4. The positioning of the brand.
5. Proposal and promise of value
6. Build the RW'S and RTB brand

Topic 6: Campaign 2: Message and launch

1. Steps to create the campaign
2. Creativity: Briefing and alternatives
3. Construction of the message: type of copy
4. Tools for the construction of the message
5. Final arts
6. Budget and schedule.

The detailed calendar with the content of the different sessions will be exposed on the day of presentation of the subject. You can also use the Virtual Campus where students can find the specific description of the exercises and practices, the various teaching materials and any information necessary for the proper monitoring of the subject. In the event of a change in the teaching modality for health reasons, the teaching staff will inform of the changes that will occur in the programming of the subject and in the teaching methodologies

Methodology

The teaching methodology is adapted to the typology of the teaching sessions marked according to the characteristics of the subject and the directives applied in terms of security and protection from the Covid-19 virus. Thus, a blended methodology will be followed where the theory is It will be done electronically and the face-to-face classes will be used for more practical work.

- Theoretical sessions in Virtual Teaching format. Theory classes will be conducted online using appropriate material:
 - For theory, video will be considered as the main tool that allows the student to view it as often as appropriate and to adapt the content display to their schedule.
 - A forum will be used for the resolution of joint doubts that may exist during the course.
 - Non-evaluative comprehension activities. Complementary activities will be proposed to ensure that the student buys the theoretical content and to ensure that he achieves the learning objectives.
 - Activity of evaluation and synthesis of the information for each topic. The students, in groups, will have to carry out a small evaluative activity.

Due to the complexity of the contents expressed in topic 2 of the subject, this will be done in person. In this sense, there will be a master class, but a more practical system of class in debate format will be used.

- Laboratory practices, aimed at enhancing skills and knowledge acquired during the course. The format used will be the analysis of real cases (Case History).
- Completion of a final project where the subject content is practiced transversally.

The teaching methodology and the proposed evaluation may undergo some modification depending on the restrictions on attendance that the health authorities impose.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Study case	18	0.72	1, 5, 2, 4, 3
Theoretic sessions	26	1.04	1, 5, 2, 4, 3
Tutorship	6	0.24	5
Type: Supervised			
Assessment exam	4	0.16	1, 2, 4, 3
Type: Autonomous			
Student work, readings, final group work	96	3.84	1, 5, 2, 4

Assessment

The evaluation system to be applied in the course is as follows:

- Carrying out practical cases (40% of the mark)
- Participation and intervention of the groups in the corresponding seminars based on the evaluative activity of the group (10% of the mark)
- Final work of the subject (30% of the mark)
- Pot type exam (20% of the grade)

To pass the subject, more than 5 out of 10 must be obtained in the grade resulting from the evaluation activities described above.

Attendance in face-to-face classes is compulsory (minimum 80%), and its performance and attendance are not recoverable. In addition, students who do not attend a face-to-face class where an evaluative activity is carried out will record their grade as 0.

The student who makes any irregularity (copying, plagiarism, identity theft ...) that may lead to a significant variation in the grade of an assessment act, will be rated 0 this assessment act. In the event of several irregularities, the final grade for the course will be 0.

Recovery of the subject

Students will have the right to the recovery of the subject if the weight of which has been evaluated is equal to a minimum of 2/3 parts of the total grade of the subject. The possibility of recovery is included, under the following guidelines:

- The student who fails the exam may access a second exam during the recovery period. In this case, the maximum grade to be obtained would be approved (5).
- In the case of suspending a job, the student may prepare an alternative job in the recovery period. The maximum grade to be obtained would be approved (5).

The activities that are excluded from the recovery process are:

- Participation and intervention of the groups in the corresponding seminars based on the evaluative activity of the group (10% of the mark)
- Final work of the subject (30% of the mark).

The teaching methodology and the proposed evaluation may undergo some modification depending on the restrictions on attendance that the health authorities impose.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
- Participation and intervention of the groups in the corresponding seminars based on the evaluative activity of the group	10%	0	0	5
Final Work	30%	0	0	1, 5, 2, 4, 3
Study Case	40%	0	0	1, 5, 2, 4, 3
Test type examination	20%	0	0	1, 2, 4, 3

Bibliography

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- ARIELY, D. Las trampas del deseo. Barcelona: Ariel, 2008.
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- LANNON, J;BASKIN, M. A Master Class in Brand Planning. London: John Wiley & sons, 2007.
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