

**Master's Dissertation**

Code: 44117  
ECTS Credits: 10

Degree	Type	Year	Semester
4314947 Strategic Planning in Advertising and Public Relations	OB	0	2

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.

**Contact**

Name: Patricia Lázaro Pernias  
Email: Patricia.Lazaro@uab.cat

**Use of Languages**

Principal working language: spanish (spa)

**Teachers**

Armand Balsebre Torroja  
Nicolás Lorite García  
Elaine Aparecida Lopes Da Silva  
Anna Fajula Payet

**Prerequisites**

There are no prerequisites for taking the course.

**Objectives and Contextualisation**

The objectives of the module are:

- To develop a research work. The work can follow the approach of an applied research, within the framework of the research tasks of strategic planning in advertising or public relations. Fundamental research work can also be carried out to advance knowledge of strategic planning and communication.

**Competences**

- Analyse market data (competition and brand image) and, in accordance with the advertiser's briefing, design a strategic communication plan.
- Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
- Continue the learning process, to a large extent autonomously.
- Demonstrate systemic, scientific thought, oriented to results.
- Identify research problems and apply the most suitable qualitative and quantitative methodologies and tools in studies on communicative phenomena in advertising and PR.
- Set communication objectives and design strategies that are suited to the dialogue between brands and consumers.

## Learning Outcomes

1. Develop a plan for effective communication.
2. Distinguish the best sources of information, based on the research objectives set.
3. Draw the most significant conclusions in a research project.
4. Evaluate the different variables of advertising effectiveness.
5. Make a good diagnosis of a brand's communication problems.
6. Successfully defend the master's dissertation before a committee.
7. Take part in research projects and scientific collaboration.

## Content

Students must develop a Master's Degree Project (TFM). In order to support, guide students and ensure an optimum level of quality in the TFM of the official Master's Degree in Strategic Planning in Advertising and Public Relations, students have an Academic Tutor (with a doctorate). In the first interview with the tutor, the conditions of the follow-up, the calendar, the elaboration of the work and the subject of the research are established. Subsequently, regular meetings are held. In order for students to be able to defend the TFM, they must undergo at least three mandatory tutorials. The tutor can decide to do a higher number of tutorials which must be agreed with the students.

Additionally, in module 3 - "Research Methodology and Tools", an orientation will be given to establish and specify the research topic, and the students will be supported in their theoretical and methodological approach. However, the responsibility for tutoring falls on the TFM tutor. The evaluation of the TFM is based on its defence before a tribunal (made up of 2 people with the degree of doctor) and the work developed in the tutoring sessions.

Students must demonstrate their knowledge and participation in the process of carrying out the work, as well as actively participating in their defence or public oral presentation before the Tribunal by demonstrating that they have acquired the set of skills of the Master's and their ability to relate to and integrate them and that they are capable of beginning their professional practice.

## Methodology

Teaching methodology:

- Tutorials with the assigned tutor to discuss possible topics of the Final Master's Work, follow-up and periodic meetings.
- Students will be provided with the Guide for the preparation of the Final Project.

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Supervised			
Tutorials with the TFM tutor	7	0.28	4, 3, 1, 2, 5, 7
Type: Autonomous			
Student personal work	240	9.6	4, 3, 1, 2, 5, 7

## Assessment

The system for evaluating the acquisition of skills is as follows:

- 1) The tutor must prepare a report making an assessment of the TFM which will be addressed to the members of the board and where he will confirm that the 3 minimum mandatory tutorials have been carried out.
- 2) Assessment by the TFM Tribunal, made up of 2 people with a doctorate degree. The evaluation by the panel will be 100% of the TFM grade.

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
TFM Defence Court Evaluation	100	3	0.12	4, 3, 6, 1, 2, 5, 7

## Bibliography

To consult the Guide for the elaboration of the End of Master Work.