

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: Yes

Prerequisites

Within the framework of the prevention and of security measures Covid-19 virus related, the subjects of the will be carried out in a semi-face-to-face format. For this reason, students who want to study this subject must have access to Digital Technologies. That means specifically:

- 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 seminar goal is to know and apply strategic planning from strategic communication objectives perspective, its translation into operational objectives and tactics for annual and long-term communication programs and public relations campaigns. Thus, the seminar provides the basic tools for understanding the processes and instruments of analysis, diagnosis, planning and evaluation.

The student will be able to solve practical cases, make decisions and judgements based on limited information in relation to the communication strategy of advertisement and public relations, as well as create content strategies and tactics, translated also into key messages and the identification of expected results (outputs and outcomes) of the communication process.

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

1. Integrated strategic communication
2. Strategic Goals
3. Operational Goals
4. Processes and models for analysis, diagnosis, planning and evaluation.
5. Annual plan
6. Campaigns
7. Key messages and results (output and outcome) of the communication process.

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.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Theoretical and practical classes and seminars	52.5	2.1	1, 5, 2, 4, 3
Type: Supervised			
Tutorials and revision of exercises	7.5	0.3	1, 2, 4, 3
Type: Autonomous			
Individual study, readings, exercises	82.5	3.3	1, 5, 2, 4

Assessment

The allocation evaluation system is based on the following criteria:

-Activity A: Knowledge control (30% on final qualification): final theoretical exam. The test must be approved with a rating equal to or greater than 5.0 (mandatory).

-Activity B: Realization and presentation of practical activities (40% on final grade). If you do not present in the day and the class, you will get 0 points for the assignment. The global note of criterion B will be obtained from the average of the set of notes of the activities.

-Activity C: Realization and presentation of the final practical work (30% on the final grade)

$A (30\%) + B (40\%) + C (30\%) = 100\%$ endNOTE of the subject

*To overcome the assignment it is mandatory to get a note equal to or greater than 5.0 each of the evaluation criteria (A, B and C). Reassessment)

a) Students will have the right to recover the assignment if he/she has been evaluated from the activity set, whose weight is at least 2/3 of the total rating of the subject and having obtained at least 3.5 of the weighted average note of the subject.

b) The theory can be recovered only if the student wave has obtained between 3.5 and 4.9 in the theoretical test rating. The recovery test will consist of an evaluation examination of theoretical knowledge.

c) Students who have failed or have not presented a practice (provided that it is for reasons duly accredited and accepted by the teaching team), will have the option of presenting their recovery during the period established ad hoc. The recovery of each practice will consist of the resolution of a case or communication problem in the classroom (day or time to be determined).

The final work of the subject (30%) is a work that cannot be recovered because it is almost impossible to perform another work of this nature over time.

In case of second tuition, the student will be able to perform a single synthesis test consisting of a theoretical test. The assignment grade will correspond to the summary test grade.

Plagio

The student performing any irregularities (copy, plagiarism, identity impersonation ...) will be graded with 0 this assessment act. In the event of several irregularities, the final score for the subject will be 0.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Final Work	30%	2	0.08	1, 5, 2, 4, 3
Study Case	40%	3.5	0.14	1, 5, 2, 4, 3
Test type examination	30%	2	0.08	1, 2, 4, 3

Bibliography

- Álvarez, A. (2011): Medición y Evaluación en Comunicación. UMA, Málaga
- Capriotti, P. (2013): Planificación Estratégica de la Imagen Corporativa. UMA, Málaga
- Matilla, K. (2009): Conceptos fundamentales en la planificación estratégica: Relaciones Públicas. Ed. UOC, Barcelona.
- Oliveira, Evandro (2019): The instigatory theory of NGO Communication: stratetic communication in civil society organisations. Springer VS, Wiesbaden
- Sanchez-Blanco (2011): Planificación estratégica. Universitas, Madrid
- Steel, J. (2000): Verdades, mentiras y publicidad. Eresma, Madrid
- Xifra, J. (2001): Relaciones Públicas: estrategias y tácticas. Revisión Técnica, Addison Wesley, Madrid
- Xifra, J. (2005): Planificación estratégica de RRPP, Paidós, Barcelona

Software

No special software required for this seminar.