

Strategic Advertising Media

Code: 103161
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.

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

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.- Tactical Planning

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 practices), 22%

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

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			
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	50%	5.25	0.21	1, 4, 2, 3
Seminars	10%	0	0	1

Bibliography

Carrero, Enrique; González Lobo, M^a Angeles. Manual de planificación de medios. ESIC Editorial (Madrid, 1997).

Donnelly, William J. Planning media: strategy and imagination. Prentice Hall (New Jersey, 1996).

Gesky, Ronald D. (2013): Media Planning & Buying in the 21st Century. Marketing Communications LLC. ISBN: 978-1481938723

Goodrich, William B., Sissors, Jack Z. Media planning workbook: with discussion and problems. Ntc Pub Group (1996).

Jones, John Philip (ed.): The advertising business. Operations, Creativity, Media Planning, Integrated Communications. Sage Publications (Thousand Oaks, 1999).

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).

Sharp, Byron (2010): How brands grow. What marketers don't know. Oxford University Press. ISBN: 978 0 19 557 356 5

Sissors, Jack Z., Baron, Roger B. (2010). Advertising media planning. McGraw-Hill. ISBN: 978-0-07-173890-3

Complementary Bibliography

Alonso Coto, Manuel (2008). El plan de marketing digital. Blended marketing como integración de acciones on y offline. Prentice Hall. Pearson Educación.

Arroyo Vázquez, N. (2009). "El uso profesional de las redes sociales". Anuario Think EOI 2009. EPI SCP, pp 145-152. Disponible en web: <http://dialnet.unirioja.es/servlet/articulo?codigo=3013069>

Cheong, Y., de Gregorio, F., Kim, K. 2010, December. The Power of Reach and Frequency in the age of digital advertising. Offline and online media demand different metrics. Journal of Advertising Research. 403-415

Ries, Al. Trout, Jack (1993). The 22 immutable laws of marketing. Harper

Sharp, Byron (2013): Marketing: theory, evidence and practice. Oxford University Press.

Steel, Jon (2007). The perfect pitch. The art of selling ideas and winning new business. John Wiley & Sons. New Jersey

Young, Anthony (2010). Brand Media Strategy. Integrated Communications Planning in the digital Era. Palgrave Macmillan

Others

http://blogs.forrester.com/interactive_marketing/2009/12/defining-earned-owned-and-paid-media.html

<http://www.aedemo.es>

<http://www.aimc.es>

<http://www.anuncios.es>

http://www.comscore.com/es/Productos/Audience_Analytics

<http://www.google.es/intl/es/analytics/>

<http://www.iabspain.net/glosario/>

http://www.infoadex.es/InfoAdex_Resumen_Est_Inv_2013.pdf

<http://www.integration-imc.com/pdf/MCA-System-Brochure-Latest.pdf>

http://www.integration-imc.com/pdf/MCA-System-Brochure_V1.pdf

<http://www.kantarmedia1.es/sections/product/panel-audiencia>

<http://www.marketingnews.es>

http://www.mckinsey.com/insights/marketing_sales/beyond_paid_media_marketings_new_vocabulary

<http://www.prnoticias.com/index.php/periodismo/1134-reportajes-pr/20110368-consenso-sin-precedentes-para-r>

<http://www.google.co.uk/think/tools/media-planning-toolkit.html>

www.warc.com/

Software

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