

Digital Strategy and Positioning of Journalistic Content

Code: 43967
ECTS Credits: 6

Degree	Type	Year	Semester
4316493 Journalism and Digital Content Innovation	OB	0	1

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: spanish (spa)

Teachers

Santiago Giraldo Luque
Josep Maria Perceval Verde

External teachers

Xavier Ortuño Iserte

Prerequisites

- The module requires knowledge of the main office and internet tools, as well as a medium level of understanding of the English language.

Objectives and Contextualisation

- This module consists of the study of the positioning strategy in the digital market of journalistic products.
- The module allows to understand and analyze the tools of digital positioning that benefit in the practice of journalism today.
- It is proposed to study both elements of digital strategy, as professionals who have joined the media as a result of new needs arising from changes in the journalistic profession, such as community managers and specialists in audience participation.

Competences

- Adapt to new situations, have leadership ability and initiative, while maintaining creativity.
- Apply tools of management, analysis, organisation and planning of information in accordance with objectives and specific information projects.
- Design, create and carry out projects of innovation and research in the area of journalism and digital communication.
- Design, create and develop digital strategies oriented to the positioning of journalistic content.

- Students can communicate their conclusions and the knowledge and rationale underpinning these to specialist and non-specialist audiences clearly and unambiguously.
- That the students can apply their knowledge and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their field of study.
- Understand and analyse the trends and dynamics of change in the communicative, informative and regulatory ecosystem of the media company in the twenty-first century.

Learning Outcomes

1. Creatively interpret and use new narrative forms in the digital environment, applied to news stories.
2. Display knowledge of the media environment, and the evolution and tendencies of the digital media.
3. Independently take creative, responsible decisions that take ongoing work and the work environment into account.
4. Introduce and apply planning and document management processes within the routine of high quality-journalism production.
5. Introduce innovative elements linked to trends in present-day journalism production in journalism production laboratories.
6. Make a critical selection of original trends in digital narration and apply these in an environment of journalism production.
7. Make critical analyses of documentation and information based on case studies put forward.
8. Plan for the creation of different journalistic products based on clearly identifying an environment, a context and a specific audience.
9. Promote creative initiatives to find new spaces and products linked to trends in the news market.
10. Propose strategies and products to the host institution that are related to news-company trends and dynamics.
11. Understand and critically interpret changes in the model for consuming journalism, identifying thematic trends and news markets.
12. Understand and distinguish between technologies and innovation models in journalism projects and products, in order to propose practical solutions for specific problems related to the profession.
13. Understand concepts, theories and models applicable to innovation and production dynamics in journalism projects.
14. Use research tools that promote independent learning towards solving a research problem.

Content

Design and creation of a digital positioning plan

- Digital marketing and digital strategy
- Web Analytics
- Business intelligence

Positioning and search engines

- Search engine positioning
- Content adapted for SEO

Social media strategy

- Adaptability of the message to the distributor of the digital contents
- Analysis of the requirements of the broadcast channels: Apple News, Google News, Facebook

Active audience and participation

- Analysis of online consumption
- Characteristics of the new consumption

- Transmedia and multitasking
- Feedback and user generated content

Audience measurement systems

- Companies and institutions
- Accreditation and transparency systems
- Impact on the advertising market and public relations

IMPORTANT:

- The calendar detailed with the content of the different sessions will be presented on the day of presentation of the subject.
- It will be uploaded to the Virtual Campus, where students will also be able to access the detailed description of the exercises and practices, the various teaching materials, and any necessary information for the proper follow-up of the subject.

Methodology

- The basis of the teaching methodology will be to achieve autonomous learning on the part of the students.
- The academic activity supervised by the teacher, with a constant and active participation of the student, will allow the student to assume the generic and specific competences that arise in the subject, thus achieving compliance with the objectives formulated.

IMPORTANT: In the event that some special circumstance prevents 100% face-to-face teaching, the new alternative (virtual, blended or other) would include the same syllabus and an evaluation system equal to or equivalent to that of this teaching guide.

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			
Practices	25	1	13, 12, 14, 2, 3, 6
Type: Supervised			
Case studies	10	0.4	11, 7, 9
Tutorials	10	0.4	12, 1, 5, 3, 9
Type: Autonomous			
Works, reports and readings	45	1.8	13, 11, 14, 2, 7, 1, 5, 3, 8, 9

Assessment

The subject consists of the following evaluation activities:

- Activity A, Content test, with 20% on the final grade.
- Activity B, Classroom practices, with 20% on the final grade.
- Activity C, Debates and analysis of cases, with 20% on the final grade.
- Activity D, Course work, with 40% on the final grade.

In order to pass the subject, it is necessary to take a minimum grade of 5 in activities A, B, C and D.

Aspects to consider:

- To pass the subject, all the evaluable tests will have to be done as it is a continuous evaluation.
- In the exceptional case and always after commenting the situation with the teaching team of the subject, it will be possible to work with a different evaluation system.
- In the case that the student does not appear in the middle of the tests, it will be considered as not presented.
- In each part student must have, at least, the equivalent of a five.
- Students will be entitled to the recovery of the subject if it has been evaluated of the set of activities, the weight of which is a minimum of 2/3 of the total grade of the subject.
- To be able to submit to the recovery of the subject, it will be necessary to have obtained an average grade of 3.5.
- The activities that are excluded from the recovery process are the debates and case analyzes.
- In case of second registration, the students may perform a single synthesis test consisting of a theoretical-practical exam. The qualification of the subject will correspond to the qualification of the synthesis test.
- The student who makes any irregularity (copy, plagiarism, identity theft ...) that could lead to a significant variation of the grade of an evaluation act, will be qualified with 0 this act of evaluation. In case of several irregularities, the final grade of the subject will be 0.

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Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Laboratory exercises	20	24	0.96	13, 12, 14, 2, 3, 6
Exam and test	20	12	0.48	13, 11, 2, 7, 4, 3, 8, 9, 10, 6
Oral presentation	20	12	0.48	11, 12, 7, 1, 5, 3, 9
Works	40	12	0.48	13, 11, 14, 2, 7, 1, 5, 3, 8, 9

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- NOTA: During the course the teacher may recommend articles or texts from different weblogs or pages that are of interest.

Software

Basic office software, social media domain and blog content management.