

**Strategic Advertising Media**

Code: 103161  
ECTS Credits: 6

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	OT	4	1

**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**

- Analyse market data (competition and brand image) to develop a communication plan.
- Introduce changes in the methods and processes of the field of knowledge to provide innovative responses to the needs and demands of society.
- 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.
- Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
- Take account of social, economic and environmental impacts when operating within one's own area of knowledge.

- Take sex- or gender-based inequalities into consideration when operating within one's own area of knowledge.
- Use advanced technologies for optimum professional development.

## Learning Outcomes

1. Analyse a situation and identify its points for improvement.
2. Analyse the principles that lay the foundations for effectiveness analysis (cost-impact ratio).
3. Communicate using language that is not sexist or discriminatory.
4. Demonstrate knowledge of the basic principles of negotiating with the media and the purchase of advertising space.
5. Describe the nature of exchange relations between advertising companies and consumers.
6. Identify situations in which a change or improvement is needed.
7. Identify the consumer's needs and appraise their role in the purchasing process.
8. Identify the social, economic and environmental implications of academic and professional activities within one's own area of knowledge.
9. Identify the target audience in developing a media plan.
10. Propose new methods or well-founded alternative solutions.
11. Propose new ways to measure the success or failure of the implementation of innovative proposals or ideas.
12. Propose projects and actions that incorporate the gender perspective.
13. Propose viable projects and actions to boost social, economic and environmental benefits.
14. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
15. Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
16. Use advanced technologies for optimum professional development.
17. Weigh up the risks and opportunities of both one's own and other people's proposals for improvement.

## 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

Classes will be a mix of theory and practice. Each session will begin with the debate or analysis of some lectures, that will complement the theory. The sessions will be oriented to the development of a media pitch. 4 or 5 group practices will be necessary before the presentation of the final practice.

The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: the description of the activities, teaching materials, and any necessary information for the proper follow-up of the subject.

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 and Seminars	37.5	1.5	2, 3, 14, 4, 5, 7, 9, 12, 13, 15, 16
Theoretical Classes	15	0.6	2, 1, 3, 5, 7, 9, 6, 17, 10, 11, 12
Type: Supervised			
Tutorial Classes	7.5	0.3	1, 3, 14, 8, 6, 17, 10, 11, 12, 13, 16
Type: Autonomous			
Practice	82.5	3.3	2, 1, 14, 4, 5, 7, 9, 6, 17, 10, 11, 15, 16

## 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. Practices and seminars may be reevaluated.

In the event that the student performs any irregularity that may lead to a :

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Final Project	40%	2.25	0.09	1, 14, 17, 10, 11, 15
Practice	50%	4.75	0.19	2, 1, 3, 14, 4, 7, 9, 6, 17, 10, 15, 16
Seminars	10%	0.5	0.02	5, 8, 12, 13

## Bibliography

Carrero, Enrique; González Lobo, M<sup>a</sup> 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 n ew business. John Wiley & Sons. New Yersey
- 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://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.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.infoadex.es/InfoAdex_Resumen_Est_Inv_2013.pdf)

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

[http://www.integration-imc.com/pdf/MCA-System-Brochure\\_V1.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.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/](http://www.warc.com/)

## **Software**

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