

Digital Strategy

Code: 104901
ECTS Credits: 6

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	OT	4	2

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

Teachers

Clara Soteras i Acosta

Prerequisites

The prerequisites of the subject focus on the understanding, conceptualization, planning and execution of the digital strategy in the field of advertising and public relations, which implies knowledge of technologies relevant to the digital strategy. , ability to critically analyze concepts, tools and related materials from conceptualization to leadership, written and oral expression, to the public presentation of projects applied to advertising and public relations.

Objectives and Contextualisation

The main objective of the course is the knowledge, analysis and management of the main digital technologies applied to digital advertising strategy and public relations (especially in companies 4.0 and 5.0, the role of advertising and public relations in these realities and the need to design strategies that connect with these new scenarios) through the acquisition of skills in the conceptualization, conception, design, production and execution of digital advertising and public relations strategies for cyberspace and the digital realm. In this sense, the objectives are specified in:

1. Reflect on the fundamentals of digital strategy in today's society, 4.0 and 5.0.
2. To know the most common digital strategic models in advertising and public relations.
3. Study the parameters of conception and design of digital strategies.
4. Familiarize yourself with the main platforms, resources and tools.
5. Know the dynamics of digital strategy.
6. Assimilate the fundamentals of leadership in digital advertising and public relations strategy.
7. The importance of public speaking in the presentation of digital strategic projects.
8. Know the guidelines for crisis management arising from the implementation of the digital strategy.
9. Implement digital strategy projects.
10. Study good practices, implement a gender perspective, apply inclusion, and analyze industry trends.

Competences

- Introduce changes in the methods and processes of the field of knowledge to provide innovative responses to the needs and demands of society.
- Make the knowledge and innovations in the area known publicly.
- 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.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
- Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
- 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. Identify situations in which a change or improvement is needed.
6. Identify the social, economic and environmental implications of academic and professional activities within one's own area of knowledge.
7. Identify the target audience in developing a media plan.
8. Make the knowledge and innovations in the area known publicly.
9. Propose new methods or well-founded alternative solutions.
10. Propose new ways to measure the success or failure of the implementation of innovative proposals or ideas.
11. Propose projects and actions that incorporate the gender perspective.
12. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
13. 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.
14. Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
15. Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
16. Use advanced technologies for optimum professional development.
17. Weigh up the impact of any long- or short-term difficulty, harm or discrimination that could be caused to certain persons or groups by the actions or projects.
18. Weigh up the risks and opportunities of both one's own and other people's proposals for improvement.

Content

1. The professional in the face of digital strategy. The consumer and the new digital commerce
2. Concept and foundations of digital strategy in Society 4.0 and 5.0
3. Digital strategy applied to new media
4. How to implement, manage and measure a campaign in the new digital media
5. Industry and Commerce 4.0 and 5.0. References in digital strategy
6. Strategic vision in the creation and advertising of digital products
7. Related technology resources and digital innovation as a strategy applied to advertising and public relations
8. Leadership in digital strategy
9. Presentations of digital strategy proposals

10. Case study and trends

The content of this subject will be sensitive to aspects related to the gender perspective.

The detailed calendar with the content of the different sessions will be exposed on the day of presentation of the subject.

It will also be posted on the Virtual Campus where students will be able to find a detailed description of the exercises and practices, the various teaching materials and any information necessary for the proper follow-up of the subject.

In case of change of teaching modality for health reasons, the teachers will inform of the changes that will take place in the programming of the subject and in the teaching methodologies.

Methodology

The basis of the teaching methodology will be to reach an autonomous learning by the students.

The activity supervised by the teacher, with a constant and active participation of the student, will allow him to assume the generic and specific competences raised in the design of the subject, within the Curriculum.

The learning activities (practical classes) occupy a prominent role in the framework of the subject. Students will attend theoretical classes where concepts will be explained, debates will be developed and materials and cases will be commented on.

The separation of the group into subgroups of a practical nature will allow a varied and very detailed work and exercise of the proposed exercises. The virtual campus will be an important tool in the framework of the subject.

IMPORTANT: The proposed teaching methodology and assessment may undergo some modification depending on the attendance restrictions imposed by the health authorities.

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			
Laboratory	37.5	1.5	3, 12, 7, 6, 15, 13, 16
Master classes	15	0.6	12, 8, 7, 6, 11, 14, 16, 17
Type: Supervised			
Tutorials	7.5	0.3	2, 3, 12, 6, 5, 9, 14, 16
Type: Autonomous			
Individual study, readings, exercises	82.5	3.3	3, 7, 6, 18, 15, 13

Assessment

The evaluation system will have two clearly differentiated parts:

PRACTICAL PART: 60%.

THEORETICAL PART: 40%.

The course consists of the following assessment activities:

- Exam: 30% on the final grade.
- Project: 30% on the final grade
- Internships: 40% on the final grade

In order to pass the course, a minimum grade of 5 must be taken in each activity. Aspects to consider:

Students will be entitled to the recovery of the subject if it has been evaluated of the set of activities whose weight is equivalent to a minimum of 2/3 of the total qualification of the subject.

In order to be able to present to the recovery of the asignatura, will have had to obtain the average note of 3,5 To be continuous evaluation, will have to realize all the evaluable proofs programmed. (In exceptional cases, and with the prior approval of the teaching staff, a different evaluation system may be designed).

In order to pass the subject, both the practical and the theoretical part must be passed (obtaining the grade equivalent to a 5 out of 10, in each of the parts).

In case of passing one of the parts and suspending the other, the student will have the qualification of suspension.

Plagiarism in the exercises, exams or assignments will automatically mean the suspension in the subject.

More than three misspellings in some works will mean the suspension of these.

The mark obtained in the theory re-evaluation will be the final mark of this part.

The mark obtained in the re-evaluation of practice will average with the mark obtained in the practices of the course.

Students who wish to raise their mark will also be able to access the re-assessment tests (theoretical and practical). The new grade will be the final one in the theoretical part and will average with the rest of the practices in the practical part.

In the case of a second registration, students will be able to take a single synthesis test that will consist of a theory and practice exam.

The qualification of the subject will correspond to the qualification of the synthesis test.

The student who commits any irregularity (copy, plagiarism, impersonation, ...) that may lead to a significant variation in the grade of an assessment act, will be graded with 0 this assessment act. In case of several irregularities, the final grade of the subject will be 0.

As established by the academic regulations, 50% of the evaluation activities are recoverable. Examination and internships are recoverable in proportion.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	30	2	0.08	12, 7, 6, 5, 9, 11, 15, 14, 13, 16
Practices	40	3	0.12	1, 12, 4, 8, 7, 6, 18, 14, 13, 16
Project	30	2.5	0.1	2, 3, 12, 8, 7, 5, 18, 10, 15, 14, 13, 16, 17

Bibliography

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NOTA: Al llarg del curs es treballarà un projecte propi d'estratègia digital

Software

To be valued according to needs