

Strategic Planning and the Planner

Code: 43401
ECTS Credits: 9

Degree	Type	Year	Semester
4314947 Strategic Planning in Advertising and Public Relations	OB	0	1

Contact

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Other comments on languages

Hi ha bibliografia, documentació i articles en aquesta llengua.

Use of Languages

Principal working language: spanish (spa)

Teachers

Estrella Barrio Fraile

Patricia Luján Bellon

Samanta Judez Fuentes

Prerequisites

There are no prerequisites for taking the subject, although it is advisable to have prior knowledge about the main

Objectives and Contextualisation

The objectives of the module are:

- Reinforce and expand the knowledge that students have about the figure and role of the planner.
- Expand and deepen students' knowledge in the field of strategy to better strengthen professional activity, especially in relation to the development of a communication plan or the communicational needs and strategies of brands.

Competences

- Be able to evaluate inequalities for reasons of sex or gender to design solutions.
- Display familiarity with the literature and adapt available results in order to address new or little-known problems, making innovative proposals.

- Set communication objectives and design strategies that are suited to the dialogue between brands and consumers.
- Situate the current problems in the field of communication in their historical context.
- Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.
- Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.
- Work in a team, showing respect for the roles of its members (workload, responsibilities, merits, etc.) and its dependencies.

Learning Outcomes

1. Analyse the advantages and problems of working in teams within the businesses and organisations being studied.
2. Apply the different theoretical models of strategic planning to solve practical problems in real communication scenarios.
3. Carry out the communication diagnosis, which will be the basis for the strategic communication plan.
4. Decide on the most appropriate communication strategy to deliver advertising to the target audience.
5. Identify and question the biases, stereotypes and gender roles in the discipline and in professional practice.
6. Identify the historical origins of the figure of professional planner.
7. Know and use the contributions of women and gender studies in the discipline.
8. Know how to use inclusive and non-sexist language.
9. Learn to make visible the contributions made by women in all areas of society and consider their experience as a documentary source of primary importance.
10. Manage advertisers' brand strategies effectively and efficiently.
11. Understand how the discipline of strategic communication has evolved in recent years.
12. Understand the original approach of this master's degree and the function performed by planners in advertising and PR.

Content

1. Point of view and Brand Purpose.
2. Premiumization vs white label. Positioning options in the brand strategy.
3. Define/re-adjust the target audience.
4. Emotional motivations and insights. The key to effective communication.
5. The germ of a good strategy: from the opportunity a brand faces to the communication objective.
6. From the concept of communication to the big idea and execution.
7. Defining and communicating brand architectures.
8. Evolution of strategic planning: identifying the essential contact points to correctly activate a big creative idea.
9. Corporate Social Responsibility (CSR) and corporate communications
10. The creative keys. Ingredients of a good idea or concept.
11. How to evaluate a creative proposal, idea and execution.

Methodology

We use the case method. This implies the preparation of a case linked to each topic, its resolution and related theoretical topics explanation through an exposition of the teacher and article's pre-readings.

This module is made up of two main areas of activity: (1) working on the keys to a good strategy and (2) working on the application of the strategy in the creation phase. Since the role of the planner is different in each one of them, they will be approached, respectively, with different teaching techniques:

(1) The keys to a good brand and communication strategy: with more theoretical content and taught by Sam Júdez and Miquel Campany, professionals with a long career linked to strategy. It is a basic element of the

module and founding intention of this Master to work with the case method. Therefore, the way to approach each topic in this area will be based on the analysis and RESOLUTION OF A real CASE, most of which are recognized in the Efficacy Awards. Thus, for each topic / case, the work process in and out of class consists of a double session, structured as follows:

Day 1: Case work Day 2: Theoretical support linked to the case
 (previous reading of the case at home) (reading of articles at home)
 30min GROUP DEBATE 45min DEBATE (group and global)
 30min EXPOSURE. QUESTIONS 60min THEORETICAL EXPLANATION
 60min EXPLANATION / COMMENT 15min APPROACH EXERCISE

In addition to these classes, there will be a 4-hour session (keynotes and workshop) focused on Corporate Social Responsibility as a key instrument in corporate strategies, given by Dr. Estrella Barrio.

(2) The application of the strategy and the role of the planner in the creative phase: eminently practical and taught by Patricia Luján Creative Director of large local and international agencies. For this reason, the format of this second area will be closer to a workshop format, with exercises, comments and theoretical references.

However, both areas will be covered simultaneously throughout the 10 weeks of sessions, to guarantee the link between them.

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			
We use the case method. This implies the preparation of a case linked to each topic, its resolution and related theoretical topics explanation through an exposition of the professor and articles pre-readings.	225	9	1, 2, 12, 11, 4, 3, 10, 6

Assessment

The evaluation of the module is carried out through the participation of the student in:

1- a group task in which a specific case will be developed based on the knowledge and skills acquired in the sessions with cases.

2- Patricia's creativity workshops.

The percentages of the final grade will be, respectively:

- 50% of the final grade: written task (to be delivered one month after the end of the sessions).
- 25% of the final grade: oral presentation of the task (in the weeks after the written delivery).
- 25% of the final mark: exercises in the workshops on creativity.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
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Bibliography

- Drue, Jean Marie (1996). *Disruption*. Eresma
- Maslow, AD (1943). *A theory of human motivation*. Start Publishing
- Fortini-Campbell, Lisa (2001). *Hitting the sweet spot*. The Copy Workshop
- Laermer, Richard (2009). *Punk Marketing*. HarperCollins
- Reynolds & Olson (2001). *Understanding consumer decision making: the means-end approach*. Laurence Earlbaum
- Reiss, Steven (2002). *Who am I?*. Berkley
- Zaltman, Gerald (2003). *How customers think*. Harvard BS Press
- Sutherland & Sylvester (2008). *Advertising and the mind of the consumer*. Routledge
- Schmitt, Bernd (2000). *Experiential marketing*. Free press
- Lindstrom Martin (2005). *Brand Sense*. Free Press
- Zaltman, Gerald (2008). *Marketing Metaphoria*. Harvard BS Review
- Keller, Kevin L. (2019). *Strategic Brand Management* (5th edition). Prentice Hall
- Batey, Mark (2015). *Brand meaning* (2nd edition). Routledge
- Pearson, Carol & Mark, Margaret (2001). *The Hero & the Outlaw*, McGraw-Hill
- Villemus, Philippe (1997). *Comment juger la création publicitaire*. Editions d'Organization
- Levinson, Frishman & Lublin (2020). *Guerrilla Publicity*. Morgan James
- Gladwell, Malcolm (2002). *The tipping point*. Back Bay Books
- Osterwalder, Alexander (2014). *Value proposition design: How to create products and services customers want*. John Wiley & Son

Various articles and essays will be delivered for the study and development of each topic.

Software

The subject does not require any specific software.