

Strategic Digital Planning for Advertising and Public Relations

Code: 43404
ECTS Credits: 6

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

Contact

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Use of Languages

Principal working language: spanish (spa)

Teachers

Mireya Places Fernando
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Prerequisites

There are no prerequisites to take this subject

Objectives and Contextualisation

Learn to design, plan and direct marketing tactics in the new information society scenario.

Understand the profiles, behaviors and evolution of digital users and their social differences in terms of age, gender and social class.

Work the specificities of the Strategic Planning of Advertising in the digital area and the specific tactics offered by the different media.

Competences

- Continue the learning process, to a large extent autonomously.
- Design, plan and direct marketing actions in the new scenarios posed by the information society.
- Identify the different strategic communication problems of institutional corporations and non-profit organisations.

Learning Outcomes

1. Know how advertising and PR are integrated in digital strategic planning.
2. Know the specific characteristics of digital strategic planning.
3. Work with internet-based social media.

Content

- Introduction to digital strategic planning and consulting methodology in eBusiness
- Digital users and purchase process 2.0
- Startups and new digital companies
- Public relations: definition, areas of action and traditional PR techniques
- Public Relations 2.0: how to relate to the public in the digital environment
- Management of crisis communication: strategies and tools.
- Leadership and Communication
- Internet intelligence: Data driven marketing & MarTech
- Digital Strategies: Inbound Marketing & Account Based Marketing
- Online corporate reputation: monitoring and management

Methodology

The module consists of 18 sessions of 2h each in which the contents previously presented are addressed.

Guided classes both face-to-face and virtual, article readings, case studies

The calendar will be available on the first day of class. Students will find it

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			
Master classes in face-to-face format	26	1.04	1, 2
Type: Supervised			
Classes of problems and approach of digital strategies	30	1.2	3, 2
Case studies	20	0.8	1, 2
Oral presentations	15	0.6	3, 2
Type: Autonomous			
Practical digital exercises	20	0.8	3
Article readings	10	0.4	1, 2

Assessment

For the evaluation of the module the attendance of students in the classroom or virtually will be taken into account.

The evaluation is continuous and there is no final exam of the module.

The proposed teaching methodology and evaluation activities may undergo some modifications depending on the

Students will be entitled to the revaluation of the subject. They should present a minimum of activities that equals

The student who performs any irregularity (copy, plagiarism, identity theft...) will be qualified with 0 in this assignment.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Processes and attendance to the module	10	10	0.4	1, 2
Oral or virtual presentations	20	5	0.2	3, 2
Submission of practical exercises	20	4	0.16	3, 1, 2
Work and presentation of study cases	50	10	0.4	3, 1, 2

Bibliography

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- Marc Andreessen "Why software is eating the world"
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<http://www.ojdinteractiva.es/medios-digitales>
- Websa1000. Diccionario básico de Google Analytics. [online] Available at: <http://www.websa100.com/>

Software

We will work mainly with digital resources such as: social media, google analytics, google slides, microsoft teams