

Master's Dissertation

Code: 44117
ECTS Credits: 10

Degree	Type	Year	Semester
4314947 Strategic Planning in Advertising and Public Relations	OB	0	2

Contact

Name: Patricia Lazaro Pernias
Email: patricia.lazaro@uab.cat

Use of Languages

Principal working language: spanish (spa)

Teachers

Armand Balsebre Torroja
Nicolás Lorite Garcia
Luis Fernando Morales Morante

Prerequisites

There are no prerequisites for taking the course.

Objectives and Contextualisation

The objectives of the module are:

- To develop a research work. The work can follow the approach of an applied research, within the framework of the research tasks of strategic planning in advertising or public relations. Fundamental research work can also be carried out to advance knowledge of strategic planning and communication.

Competences

- Analyse market data (competition and brand image) and, in accordance with the advertiser's briefing, design a strategic communication plan.
- Be able to evaluate inequalities for reasons of sex or gender to design solutions.
- Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
- Continue the learning process, to a large extent autonomously.
- Demonstrate systemic, scientific thought, oriented to results.
- Identify research problems and apply the most suitable qualitative and quantitative methodologies and tools in studies on communicative phenomena in advertising and PR.
- Set communication objectives and design strategies that are suited to the dialogue between brands and consumers.

Learning Outcomes

1. Develop a plan for effective communication.

2. Distinguish the best sources of information, based on the research objectives set.
3. Draw the most significant conclusions in a research project.
4. Evaluate the different variables of advertising effectiveness.
5. Identify and be able to analyse the structure causes and effects of violence against women and other gender violence.
6. Identify and question the biases, stereotypes and gender roles in the discipline and in professional practice.
7. Identify the contributions of gender study to the research topic.
8. Know and use the contributions of women and gender studies in the discipline.
9. Know how to carry out an adequate and informative treatment of sexist violence, excluding elements which could create unhealthy interest and avoiding banality.
10. Know how to collect, systematise, conserve and disseminate information about women, works written by women, documents referring to the laws and policies of equality and those generated by research into gender studies, evaluating gender bias which may be included in existing searches and descriptors.
11. Know how to create and use qualitative and quantitative indicators including statistics to gain a better understanding of gender inequalities and differences in the needs, conditions, values and aspirations of women and men.
12. Know how to distinguish in theoretical and empirical analyses the effects of sex and gender variables.
13. Know how to identify the intersection of gender inequality with other inequalities (age, class, race, sexuality and identity/gender expression, functional diversity etc.).
14. Know how to undertake research with a gender perspective.
15. Know how to use inclusive and non-sexist language.
16. 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.
17. Make a good diagnosis of a brand's communication problems.
18. Successfully defend the master's dissertation before a committee.
19. Take part in research projects and scientific collaboration.

Content

Students must develop a Master's Degree Project (TFM). In order to support, guide students and ensure an optimum level of quality in the TFM of the official Master's Degree in Strategic Planning in Advertising and Public Relations, students have an Academic Tutor (with a doctorate). In the first interview with the tutor, the conditions of the follow-up, the calendar, the elaboration of the work and the subject of the research are established. Subsequently, regular meetings are held. In order for students to be able to defend the TFM, they must undergo at least three mandatory tutorials. The tutor can decide to do a higher number of tutorials which must be agreed with the students.

Additionally, in module 3 - "Research Methodology and Tools", an orientation will be given to establish and specify the research topic, and the students will be supported in their theoretical and methodological approach. However, the responsibility for tutoring falls on the TFM tutor. The evaluation of the TFM is based on its defence before a tribunal (made up of 2 people with the degree of doctor) and the work developed in the tutoring sessions.

Students must demonstrate their knowledge and participation in the process of carrying out the work, as well as actively participating in their defence or public oral presentation before the Tribunal by demonstrating that they have acquired the set of skills of the Master's and their ability to relate to and integrate them and that they are capable of beginning their professional practice.

Methodology

Teaching methodology:

- Tutorials with the assigned tutor to discuss possible topics of the Final Master's Work, follow-up and periodic meetings.
- Consult the instructions that appear on the web page of the Facultat de Ciències de la Comunicació (<https://www.uab.cat/web/estudiar/graus/graus/preguntes-freqüents-1345768678249.html>)

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: Supervised			
Tutorials with the TFM tutor	7	0.28	4, 8, 3, 1, 2, 17, 6, 19, 14, 15, 10
Type: Autonomous			
Student personal work	240	9.6	16, 4, 8, 3, 1, 2, 17, 6, 5, 7, 19, 14, 12, 9, 15, 13, 10

Assessment

The system for evaluating the acquisition of skills is as follows:

1) The tutor must prepare a report making an assessment of the TFM which will be addressed to the members of the board and where he will confirm that the 3 minimum mandatory tutorials have been carried out. The tutor's grade is 30% of the final grade.

2) Assessment by the TFM Tribunal, made up of 2 people with a doctorate degree. The evaluation by the panel will be 70% of the TFM grade.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
TFM Defence Court Evaluation	100	3	0.12	16, 4, 8, 3, 18, 1, 2, 17, 6, 5, 7, 19, 14, 12, 9, 15, 13, 10, 11

Bibliography

Arroyo Menéndez, Millán, and Igor Sádaba. Metodología de la investigación social: técnicas innovadoras y sus aplicaciones / Millán Arroyo, Igor Sádaba (coords.). Madrid: Síntesis, 2012. Print.

Hansen, Anders, and David Machin. Media and Communication Research Methods / Anders Hansen and David Machin. Second edition. London: Mcmillan International, Higher Education, 2019. Print.

Igartua, Juan José. Métodos cuantitativos de investigación en comunicación / Juan José Igartua Perosanz. Barcelona: Bosch, 2006. Print.

Medina Cambrón, Alfons, and Josep Sort i Jané. La recerca en comunicació: què hem de saber?: quins passos hem de seguir? Barcelona: Editorial UOC, 2012. Print.

Sparks, Glenn G. Media Effects Research: a Basic Overview / Glenn G. Sparks. 5th ed. Boston, Mass: Cengage Learning, 2014. Print.

Software

No specific programming is required.