

## Digital Strategy

Code: 104901  
ECTS Credits: 6

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	OT	4	0

## Contact

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## Teaching groups languages

You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject. Please note that this information is provisional until 30 November 2023.

## 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. Reflection on emerging technologies and the impact on the advertising profession and PPRR
  - Review of the main paradigms of the profession in the current context
  - Industry and commerce in society 4.0 and 5.0. Advertising references in
  - Approach to emerging technologies affecting advertising and PPRR
  - Prospective discussion on advertising, rrpp and technology
2. Professional exit and course project
  - Analysis of the professional projection of the advertiser in a highly technic
  - Validation of professional advertising and Rrpp skills in the digital field
  - Identification of emerging professional profiles due to digitization associa
  - Construction of an own advertising or rrpp project. IP protection
3. Design and creation of a digital positioning plan
  - Choice of digital environment
  - Digital marketing and digital strategy
  - Web analytics applied to advertising and rrpp
4. The consumer and the new digital commerce
  - The sales process and the digital field
  - New markets, new positions
  - Positioning, search engines and content adapted for SEO
5. Active audience and participation. Social media strategy
  - Adaptability of the advertising message to the distributor of digital conten
  - Digital audiences and online consumption
  - Analysis of the requirements of the broadcasting channels
  - Characteristics of new consumption, feedback and user-generated conte
6. Audience measurement systems
  - Companies and institutions
  - Accreditation and transparency systems
  - Impact on the advertising market and PPRR
7. Regulatory framework of the digital market and management of conflicts
  - Legality and electronic commerce

Processing of personal data  
Management of crisis situations in digital strategies

#### 8. Strategic vision in the creation and advertising of digital products

Leadership and management of work teams  
Digital innovation as a strategy applied to advertising and Rrpp  
Presentation of projects

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 provided.  
The detailed description of the exercises and practices, the various teaching methods used.  
In the event of a change in teaching modality for health reasons, the teacher will adapt the content and methodology.

## 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
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## Assessment

This subject follows the continuous evaluation and does not foresee a single evaluation.

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

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

## Software

To be valued according to needs