



Universitat Autònoma
de Barcelona

Strategic Planning and the Planner

Code: 43401
ECTS Credits: 9

Type: OB Year: 0 Semester: 1

2023/2024

Degree

4314947 Strategic Planning in Advertising and Public Relations

Contact

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Teachers

Estrella Barrio Fraile
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Principal working language: Spanish

Prerequisites

There are no prerequisites for taking the subject, although it is advisable to have prior knowledge about the main communication concepts. Knowledge of English is recommended as many of the supporting texts/articles are written in this language.

Objectives

The objectives of the module are:

- *Identify the functions, capabilities and skills of the planner in the strategic development of advertising communication and public relations*
- *Analyze the value of the strategy in the development of brand communication plans, as well as its importance for the development of professional activity.*

Competences

- *Situate the current problems in the field of communication in their historical context.*
- *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.*
- *Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.*

- *Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.*
- *Work in a team, showing respect for the roles of its members (workload, responsibilities, merits, etc.) and its dependencies.*

Learning Outcomes

1. *Analyze the advantages and problems of working in teams within the businesses and organizations being studied.*
2. *Apply the different theoretical models of strategic planning to solve practical problems in real communication scenarios.*
3. *Identify and question the biases, stereotypes and gender roles in the discipline and in professional practice.*
4. *Carry out the communication diagnosis, which will be the basis for the strategic communication plan.*
5. *Decide on the most appropriate communication strategy to deliver advertising to the target audience.*
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. Premiumization vs white label. Positioning options in the brand strategy.*
2. *Define, re-adjust and segment the target audience. Emotional motivations and insights. The key to effective communication.*
3. *The germ of a good strategy: from the opportunity a brand faces to the communication objective.*
4. *From the concept of communication to the big idea and execution.*
5. *Defining and communicating brand architectures and identity strategies.*
6. *Evolution of strategic planning: identifying the essential contact points to correctly activate a big creative idea.*
7. *Corporate Social Responsibility (CSR) and corporate communications*
8. *The creative keys. Ingredients of a good idea or concept.*

NB: The contents of the course will be sensible to the aspects concerning gender perspective.

Methodology

A theoretical-practical mix with:

- *master classes*
- *case and problem-solving classes*
- *preparation of work*

These sessions will be complemented with talks from various professionals who are experts in consumer/research, strategic planning and creative conceptualization, both from the advertiser and the agency side.

Note: 15 minutes of a class will be reserved within the calendar established by the center or the degree for students to fill out surveys to evaluate the teaching staff's performance and evaluate the subject or module.

Activities

Title	Hours	ECTS	Learning outcomes
Type: Directed	45	1,8	1, 2, 4, 5
Sessions to explain the case, discussion & theoretical complements			
Workshop			
Type: Supervised	10	0,4	7, 11, 8, 9
Group task, inside and outside the class, about the cases briefed			
Type: Autonomous	130	5,2	1, 2, 4, 5, 7, 11, 8, 9
Module final task			

Assessment

To pass the module, students must develop a task -module work- on a specific case and carry out the activities proposed in the workshop.

The percentages of the final grade will be, respectively:

75% written work at the end of the module and oral presentation of the same.

25% exercises in the creativity workshop

Assessment activities

Title	Weighting	Hours	ECTS	Learning outcomes
Module final task. Written delivery	50%	20	0,8	1,2,3,4,6,5,7,11,8,9,10,12
Oral presentation	25%	10	0,8	1,2,3,4,6,5,7,11,8,9,10,12
Creative workshop	25%	10	0,8	1,2,3,4,6,5,7,11,8,9,10,12

Plagiarism

The student who makes any irregularity (copy, plagiarism, identity theft,) will be graded 0 for this evaluation act. In the case that various irregularities occur, the final grade for the subject will be 0.

Bibliography

- Drue, Jean Marie (1996). *Disruption*. Eresma
- Maslow, AD (1943). *A theory of human motivation*. Start Publishing
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- 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.