



Universitat Autònoma  
de Barcelona

2023/2024

## 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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### Teachers

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### Teaching groups languages

You can check it through this [link](#). To consult the language, you will need to enter the subject code. Please note that the information is provisional until 30<sup>th</sup> November 23

### Prerequisites

There are no prerequisites to take this module.

### Objectives and Contextualisation

*Learn the tools to design, plan and manage marketing actions in a digital scenario.*

*Identify different profiles, behaviors and evolution of digital users.*

*Determine the specificities and tactics used to plan in Advertising and PR in a digital environment.*

*Work deeply in the knowledge of new business typologies and digital tools (start-ups, ecommerce, big data, artificial intelligence ...).*

### Competences

*Design, plan and manage marketing actions in the new scenarios posed by the information society.*

*Identify the different strategic communication problems of institutional corporations and non-profit organisations.*

*That students possess the learning skills that will enable them to continue studying in a manner that will be largely self-directed or autonomous.*

### Learning Outcomes

1. *Adapting to on-line work with Social Media.*
2. *To know the integrated performance of Advertising and Public Relations in the Digital Strategic Planning.*
3. *To know the specific characteristics of digital Strategic Planning.*

## 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 differences between traditional and digital PR*
- *Public Relations 2.0: how to relate to the public in the digital environment*
- *Management of crisis communication: in a digital era.*
- *Leadership and Communication*
- *Internet intelligence: Data driven marketing & MarTech*
- *Digital Strategies: Inbound Marketing & Account Based Marketing*
- *Online corporate reputation: monitoring and management*

The content of the course will be sensitive to aspects related to the gender perspective.

## Methodology

The teaching methodologies of the module are:

- Lectures.
- Problem solving classes (cases).
- Tutorials.
- Study and personal work.
- Elaboration of works.

Directed classes, reading of articles, case studies, group activities in the classroom, presentations by teams and autonomous activities of individual work will be carried out.

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
<b>Type: Directed</b>			
Master classes	33	1,3	2, 3
<b>Type: Supervised</b>			
Real Case Analysis	20	0,8	2, 3
Types of problems and digital strategies	30	1,2	1, 3
Oral Presentation of works	15	0,6	1, 3
<b>Type: Autonomous</b>			
Practical Digital Exercises	20	0,8	1
Reading articles	10	0,4	2, 3

## Assessment

For the evaluation of the module will be taken into account the presence of students in the classroom classes (at least 80% are mandatory), their participation in classroom activities and deliveries and presentations of supervised and autonomous activities. The evaluation is continuous.

Students will have the right to recover the subject if they have been evaluated for at least 2/3 of the total grade of the module. The activities that are excluded from the recovery process are the oral presentations in the classroom and the participation in the sessions of the module.

The student who performs any irregularity (copying, plagiarism, impersonation ...) will be graded with 0 this act of evaluation. In case of several irregularities, the final grade of the module will be 0.

## Assessment activities

Title	Weighting	Hours	ECTS	Learning outcomes
Delivery of practical exercises	20	4,5	0,18	1, 2, 3
Oral presentations	20	4,5	0,18	1, 3
Processes and module follow-up	10	2	0,08	2, 3
Case study work and presentation	50	11	0,4	1, 2, 3

## Bibliography

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- 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, etc.