

Degree	Type	Year
2501935 Advertising and Public Relations	OT	4

Contact

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Teaching groups languages

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Prerequisites

L'assignatura és la continuació natural de l'assignatura de Planificació de Mitjans del tercer curs de Publicitat.

Objectives and Contextualisation

The main objective of the course is to introduce the student into the strategic media planning world. To achieve this goal, the subject will focus on:

- 1.- Characteristics of the different mass media in order to carry out a correct media selection in a media strategy.
- 2.- Creativity related to media research & formats.
- 3.- Research skills related to media briefings.
- 4.- The importance of the target understanding.
- 5.- Being able to create a correct media strategy (strategic decision), based on certain objectives.
- 6.- Public presentations practice.

Learning Outcomes

1. CM25 (Competence) Formulate a suitable media strategy as a result of the application of negotiation techniques.
2. KM26 (Knowledge) Indicate the significance of the stages of analysis, diagnosis, strategy, and action involved in the design and planning of persuasive communication campaigns.
3. SM23 (Skill) Apply the basic principles of media planning for the negotiation and purchase of advertising space, while considering the benefit-cost ratio.

Content

- 1.- Qualitative and quantitative characteristics of the advertising media: Press, Magazines, Radio, Cinema, Exterior, Internet, Television
- 2.- Media Strategy Development: Briefing, Situation Analysis, Media Strategy, Media Selection, Tactics, Media Selection, Negotiation, Evaluation, Post Campaign Monitoring and Analysis
- 3.- Case Studies: Examples of Media Strategies
- 4.- Media Negotiation Techniques
- 5.- Tactical Planning

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Practices and Seminars	37.5	1.5	CM25, KM26, SM23
Theoretical Classes	15	0.6	CM25, KM26, SM23
Type: Supervised			
Tutorial Classes	7.5	0.3	CM25, KM26, SM23
Type: Autonomous			
Practice	82.5	3.3	CM25, KM26, SM23

Classes will be a mix of theory and practice. Each session will begin with the debate or analysis of some lectures, that will complement the theory. The sessions will be oriented to the development of a media pitch. 4 or 5 group practices will be necessary before the presentation of the final practice.

The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: the description of the activities, teaching materials, and any necessary information for the proper follow-up of the subject.

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.

Assessment

Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Final Project	40%	2.25	0.09	CM25, KM26, SM23

Practice	50%	4.75	0.19	CM25, KM26, SM23
Seminars	10%	0.5	0.02	CM25, KM26, SM23

CONTINUOUS ASSESSMENT

The evaluation of the course will be based on the evaluation of the practicals and class attendance and participation (50%), seminars (readings, 10%) and the presentation of a final paper that will count for 40% of the final grade. All activities must be passed in order to qualify for the final assessment of the course. Attendance at the tutorials to monitor the final project and the presentation of the final project is compulsory.

RE-ASSESSMENT OF THE CONTINUOUS EVALUATION

The last three weeks of the course will be dedicated to re-evaluation activities. Students will have the right to retake the course if they have been assessed on all the activities, the weight of which is equivalent to a minimum *of 2/3 of the total grade of the course.

In order to be able to take the subject again, an average mark of 3.5 must have been obtained. Both the practicals and the seminar may be recoverable.

SINGLE ASSESSMENT

The single assessment system of the course is based on the following percentages:

A) 40% Theoretical test. It will have to be passed (5 or more) to pass the course (essential condition).

B) 30% Resolution of 3 case studies/practicals.

C) 30% Submission of a final paper: *media strategy, including target analysis, competition analysis, strategy approach, media strategy, budget distribution, action scheduling, etc.

A (40%) + B (30%) + C (30%) = 100% FINAL QUALIFICATION OF THE COURSE

RE-EVALUATION EVALUATION *SINGLE

Students will have the right to retake the course if they have been assessed on all the activities, the weight of which is equivalent to a minimum *of 2/3 of the total grade of the course.

In order to be able to take the subject again, an average mark of 3.5 must have been obtained. Both the theoretical test and the resolution of the practical cases may be recoverable.

In case of any irregularity by the student that may lead to a significant variation in the grade of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that may be instituted. In the event of several irregularities in the assessment acts of the same subject, the final grade for this subject will be 0.

Bibliography

Carrero, Enrique; González Lobo, M^a Angeles. Manual de planificación de medios. ESIC Editorial (Madrid, 1997).

Donnelly, William J. Planning media: strategy and imagination. Prentice Hall (New Jersey, 1996).

Gesky, Ronald D. (2013): Media Planning & Buying in the 21st Century. Marketing Communications LLC. ISBN: 978-1481938723

Goodrich, William B., Sissors, Jack Z. Media planning workbook: with discussion and problems. Ntc Pub Group (1996).

Jones, John Philip (ed.): The advertising business. Operations, Creativity, Media Planning, Integrated Communications. Sage Publications (Thousand Oaks, 1999).

Martínez Ramos, Emilio. El uso de los medios de comunicación en marketing y publicidad. Akal (Madrid, 1992).

Sánchez Revilla, Miguel Angel. ¿Dónde está mi competencia? Cómo utilizar y realizar de la forma más positiva el análisis de competencia en publicidad. Infoadex (Madrid, 1998).

Sharp, Byron (2010): How brands grow. What marketers don't know. Oxford University Press. ISBN: 978 0 19 557 356 5

Sissors, Jack Z., Baron, Roger B. (2010). Advertising media planning. McGraw-Hill. ISBN: 978-0-07-173890-3

Complementary Bibliography

Alonso Coto, Manuel (2008). El plan de marketing digital. Blended marketing como integración de acciones on y offline. Prentice Hall. Pearson Educación.

Arroyo Vázquez, N. (2009). "El uso profesional de las redes sociales". Anuario Think EOI 2009. EPI SCP, pp 145-152. Disponible en web: <http://dialnet.unirioja.es/servlet/articulo?codigo=3013069>

Cheong.Y., de Gregorio, F., Kim, K. 2010, December. The Power of Reach and Frequency in the age of digital advertising. Offline and online media demand different metrics. Journal of Advertising Research. 403-415

Ries, Al. Trout, Jack (1993). The 22 immutable laws of marketing. Harper

Sharp, Byron (2013): Marketing: theory, evidence and practice. Oxford University Press.

Steel, Jon (2007). The perfect pitch. The art of selling ideas and winning n ew business. John Wiley & Sons. New Jersey

Young, Anthony (2010). Brand Media Strategy. Integrated Communications Planning in the digital Era. Palgrave Macmillan

Others

<http://www.aedemo.es>

<http://www.aimc.es>

<http://www.anuncios.es>

<http://www.google.es/intl/es/analytics/>

<http://www.iabspain.net/glosario/>

<http://www.infoadex.es>

<http://www.integration-imc.com/pdf/MCA-System-Brochure-Latest.pdf>

http://www.integration-imc.com/pdf/MCA-System-Brochure_V1.pdf

<http://www.marketingnews.es>

<http://www.google.co.uk/think/tools/media-planning-toolkit.html>

www.warc.com/

Software

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Language list

Name	Group	Language	Semester	Turn
(PLAB) Practical laboratories	51	Catalan	first semester	afternoon
(TE) Theory	5	Catalan	first semester	afternoon