Strategic Digital Planning for Advertising and Public Relations

Code: 43404
ECTS Credits: 6

2024/2025

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

Contact

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Teachers

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Teaching groups languages

You can view this information at the of this document.

Prerequisites

There are no prerequisites for taking this subject.

Objectives and Contextualisation

- To acquire tools to effectively integrate advertising and public relations strategies in the current digital environment.
- To develop skills and competencies in the strategic planning of digital communication, using advanced tools and techniques.
- To obtain training in the personalisation of advertising and public relations strategies tailored to different stakeholders and platforms in the digital environment.
- To develop competencies to strategically manage digital communication through digital media.

Competences

- Continue the learning process, to a large extent autonomously.
- Design, plan and direct marketing actions in the new scenarios posed by the information society.

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

Learning Outcomes

1. Know how advertising and PR are integrated in digital strategic planning.
2. Know the specific characteristics of digital strategic planning.
3. Work with internet-based social media.

Content

- Introduction to digital strategic planning in the current context: challenges and opportunities for digital businesses.
- Public Relations 2.0: areas of development and techniques.
- Identification and segmentation of stakeholders in the digital environment.
- Strategic planning of digital communication: design, execution, and evaluation.
- Digital public relations strategies and collaboration with influencers.
- Strategic management of communication on social media.
- Management of digital crisis communication: strategies and tools.
- Leadership and communication in the digital context.

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

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Classes of digital problems and strategy formulation	15	0.6	3, 2
Master classes in face-to-face format	30	1.2	1, 2
Type: Supervised			
Tutorials	12	0.48	3, 2
Type: Autonomous			
Development of assignment	50	2	1, 2
Self-study	40	1.6	3

There will be in-person lectures and classes on problem-solving and digital strategy planning, as well as tutorials and independent individual work activities.

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

Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Oral presentation of assignments	20	0.5	0.02	3, 2
Process testing	30	1	0.04	3, 1, 2
Submission of assignments	50	1.5	0.06	3, 1, 2

For the assessment of the subject, the presence of students in directed, lecture-based, and problem-solving classes (at least 80% attendance is mandatory) will be taken into account, as well as their participation in supervised and independent activities. The assessment is continuous, and there is no final theoretical exam for the module.

Students will have the right to retake the subject if they have been assessed for a set of activities that account for at least 2/3 of the total grade of the subject. Activities excluded from the retake process are oral presentations of assignments and attendance at lectures.

A student who commits any irregularity (cheating, plagiarism, identity theft...) will be graded with 0.0 for that assessment. In the event of multiple irregularities, the final grade for the subject will be 0.0.

Bibliography

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- Capriotti, Paul, Zeler, Ileana. (2023) Analysing effective social media communication in higher education institutions. *Humanities & Social Sciences Communication 10*, 656. https://doi.org/10.1057/s41599-023-02187-8
- Cuenca-Fontbona, Joan, Compte-Pujol, Marc; Zeler, Ileana (2022). La Estrategia Aplicada a Las Relaciones Públicas En El Medio Digital: El Caso español. *Revista Latina De Comunicación Social*, 80 (febrero):163-82. https://doi.org/10.4185/RLCS-2022-1537
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- Gutiérrez-García, Elena; Sadi, Gabriel (2020). Capacidades profesionales para el mañana de la comunicación estratégica: contribuciones desde España y Argentina. *Revista De Comunicación, 19(*1), 125-148. https://doi.org/10.26441/RC19.1-2020-A8
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- Marca Francés,Guillem (2018). *Como hacer un plan estratégico de comunicación. Vol. IV: La investigación estratégica de evaluación*. Editorial UOC.
- Maxwell, John (2010) *El poder de las relaciones: Lo que distingue a la gente altamente efectiva*. HarperEnfoque.
- Oliveira, Andrea (2018). *Como hacer un plan estratégico de comunicación. Vol. II: Públicos y Stakeholders*. Editorial UOC.

- Vargas Portillo, Patricia (2021). Qué hacer cuándo arde la Red: gestión de crisis de comunicación on-line. *Comunicación Y Hombre,* (17), 381-383. https://doi.org/10.32466/eufv-cyh.2021.17.660.381-383
- WE ARE SOCIAL (2024). DIGITAL IN 2024: https://wearesocial.com/es/blog/2024/01/digital-2024/

Software

The work is primarily done with digital resources: social networks, Google Analytics, virtual campus, among other

Language list

Name	Group	Language	Semester	Turn
(TEm) Theory (master)	30	Spanish	second semester	afternoon