

## Master's Dissertation

Code: 44117  
ECTS Credits: 10

**2024/2025**

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

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## Teaching groups languages

You can view this information at the [end](#) of this document.

## Prerequisites

There are no prerequisites for taking the course.

## Objectives and Contextualisation

The objectives of this module are:

- To develop and present a research work in an oral presentation before an examining board. The work may follow the approach of an applied research, within the framework of the research tasks of strategic planning in advertising or public relations; or it may consist of a theoretical research that provides advances in the knowledge of strategic planning and communication.

- To verify the acquisition of the knowledge and competencies associated with the master's degree.
- To acquire experience in the development of scientific research, so that students who wish to do so can develop doctoral research in the future.

## Competences

- Analyse market data (competition and brand image) and, in accordance with the advertiser's briefing, design a strategic communication plan.
- Be able to evaluate inequalities for reasons of sex or gender to design solutions.
- Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
- Continue the learning process, to a large extent autonomously.
- Demonstrate systemic, scientific thought, oriented to results.
- Identify research problems and apply the most suitable qualitative and quantitative methodologies and tools in studies on communicative phenomena in advertising and PR.
- Set communication objectives and design strategies that are suited to the dialogue between brands and consumers.

## Learning Outcomes

1. Develop a plan for effective communication.
2. Distinguish the best sources of information, based on the research objectives set.
3. Draw the most significant conclusions in a research project.
4. Evaluate the different variables of advertising effectiveness.
5. Identify and be able to analyse the structure causes and effects of violence against women and other gender violence.
6. Identify and question the biases, stereotypes and gender roles in the discipline and in professional practice.
7. Identify the contributions of gender study to the research topic.
8. Know and use the contributions of women and gender studies in the discipline.
9. Know how to carry out an adequate and informative treatment of sexist violence, excluding elements which could create unhealthy interest and avoiding banality.
10. Know how to collect, systematise, conserve and disseminate information about women, works written by women, documents referring to the laws and policies of equality and those generated by research into gender studies, evaluating gender bias which may be included in existing searches and descriptors.
11. Know how to create and use qualitative and quantitative indicators including statistics to gain a better understanding of gender inequalities and differences in the needs, conditions, values and aspirations of women and men.
12. Know how to distinguish in theoretical and empirical analyses the effects of sex and gender variables.
13. Know how to identify the intersection of gender inequality with other inequalities (age, class, race, sexuality and identity/gender expression, functional diversity etc.).
14. Know how to undertake research with a gender perspective.
15. Know how to use inclusive and non-sexist language.
16. 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.
17. Make a good diagnosis of a brand's communication problems.
18. Successfully defend the master's dissertation before a committee.
19. Take part in research projects and scientific collaboration.

## Content

Students must develop a Master's Final Project (TFM). In order to support, guide students and ensure an optimal level of quality in the TFM of the official Master's Degree in Strategic Planning in Advertising and Public Relations, students have an Academic Tutor (with a doctorate degree). In the first interview with the tutor, the conditions of the follow-up and the calendar are established, the preparation of the work is discussed and the research topic is defined. This is followed by regular meetings. A minimum of three mandatory tutorials with the tutor are established in order to be able to defend the TFM. The tutor may decide to hold a higher number of tutorials to be agreed with the students.

Additionally, in module 3 - "Methodology and Research Tools", a guidance task will be carried out to establish and specify the research topic, and support will be given to the students in their theoretical and methodological approach. However, the responsibility for tutoring lies with the person tutoring the TFM.

A session at the UAB library is also foreseen, in order to present the library's collection and spaces and to guide students in the search of different types of sources (catalogue, databases, etc.).

The calendar of procedures related to the TFM is established by the Faculty of Communication Sciences and published annually on the web  
(<https://www.uab.cat/web/estudiar/masters-y-postgrados/masters-oficiales/calendario-de-tramites-134577080907>)

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

## Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Supervised			
Tutorials with the TFM tutor	7	0.28	4, 8, 3, 1, 2, 17, 6, 19, 14, 15, 10
Type: Autonomous			
Student personal work	240	9.6	16, 4, 8, 3, 1, 2, 17, 6, 5, 7, 19, 14, 12, 9, 15, 13, 10

The supervision of the TFM by the tutor will be done through periodic tutorials (at least three during the course). These tutorials will be used to help students to define the topic of the TFM and, subsequently, to monitor the development of the work.

You can consult the specific requirements (structure, length, formal issues, etc.) on the website of the Faculty of Communication Sciences  
(<https://www.uab.cat/web/estudiar/masters-y-postgrados/masters-oficiales/preguntas-frecuentes-1345770808920>)

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
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TFM Defence Court Evaluation	100	3	0.12	16, 4, 8, 3, 18, 1, 2, 17, 6, 5, 7, 19, 14, 12, 9, 15, 13, 10, 11
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The evaluation of the TFM is based on the following evaluation items:

1) Tutor's report (30% of the final grade). This report evaluates both the final work as a whole (use of theories, methodology, practical proposal, formal issues, etc.) and the student's follow-up of the tutorials.

2) Report of the examining board, formed by two persons with a doctorate degree (70% of the final grade). This report evaluates both the final work as a whole (use of theories, methodology, practical proposal, formal issues, etc.), as well as the oral presentation of the TFM during the defense ceremony.

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

## Bibliography

Arroyo, Millán; Sádaba, Igor (coords.). *Metodología de la investigación social: técnicas innovadoras y sus aplicaciones*. Madrid: Síntesis, 2012.

Hansen, Anders; Machin, David. *Media and Communication Research Methods* (second edition). London: Mcmillan, 2019.

Igartua, Juan José. *Métodos cuantitativos de investigación en comunicación*. Barcelona: Bosch, 2006.

Medina, Alfons; Sort, Josep. *La recerca en comunicació: què hem de saber?: quins passos hem de seguir?* Barcelona: UOC, 2012.

Sparks, Glenn G. *Media Effects Research: a Basic Overview* (5th ed.). Boston, Mass: Cengage Learning, 2014.

## Software

No specific programming is required.

## Language list

Information on the teaching languages can be checked on the CONTENTS section of the guide.