UAB
Universitat Autònoma de Barcelona

Strategic Advertising Media

Code: 103161
ECTS Credits: 6

2025/2026

Degree	Type	Year
Advertising and Public Relations	OP	4

Contact

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Teaching groups languages

You can view this information at the end of this document.

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. 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	
Theoretical Classes	15	0.6	
Type: Supervised			
Tutorial Classes	7.5	0.3	
Type: Autonomous			
Practice	82.5	3.3	

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.

A detailed schedule outlining the content of each session will be presented on the first day of the course and will be available on the course's Virtual Campus, where students will find all teaching materials and necessary information for effective course monitoring.
Should the teaching modality change for reasons of force majeure according to the competent authorities, the teaching sta will inform students of any modifications to the course schedule and teaching methodologies.

Annotation: The course content will be sensitive to issues related to gender perspective and the use of inclusive language.

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

Final Project	40%	2.25	0.09	CM25, SM23
Practice	50%	4.75	0.19	CM25, SM23
Seminars	10%	0.5	0.02	CM25, 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. The final paper is excluded from the re-assesment process because it is a progressive development activity with ongoing monitoring

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. The final paper is excluded from the re-assesment process because it is a progressive development activity with ongoing monitoring.

NOT ASSESSABLE

Students who have not completed at least 33% of the assessment activities scheduled in the course will be considered as "not assessable" and this will be reflected in their final grade.

PLAGIARISM

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.

ARTIFICIAL INTELIGENCE (AI)

In this course, the use of Artificial Intelligence (AI) technologies is permitted as an integral part of assignment development, provided that the final outcome demonstrates a significant contribution from the student in terms of analysis and personal reflection.

Students must clearly identify any content generated using AI, specify the tools employed, and include a critical reflection on how these technologies have influenced both the process and the final result of the assignment.

Failure to disclose the use of AI in this assessed activity will be considered a breach of academic integrity and may result in a partial or total penalty to the assignment grade, or more serious sanctions in severe cases.

Bibliography

•Donnelly, William J. Planning media: strategy and imagination. Prentice Hall (New Jersey, 1996).
•Gesky, Ronald D. : Media Planning & Buying in the 21st Century. Marketing Communications LLC. (2013)
•González Lobo María. Ángeles., Carrero López E. y Mariñas González, G.. Manual de Planificación de Medios (2018)
•Jones, John Philip (ed.): The advertising business. Operations, Creativity, Media Planning, Integrated Communications. Sage Publications (Thousend Oaks, 1999).
•Papí Gálvez, Natalia. Investigación y planificación de Medios Publicitarios. Ed. Síntesis. (2017)
•Sharp, Byron : How brands grow. What marketers don't know. Oxford University Press. (2010)
•Sissors, Jack Z., Baron, Roger B. (2010). Advertising media planning. McGraw-Hill. (2010)
Complementary Bibliography
•Cheng Y,"A Practical Guide to Budget Pacing Algorithms in Digital Advertising" (arXiv) (2025)
•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
•Kelley, L., Sheehan, K.Advertising Media Planning: A Brand Management Approach (2015)
•Ries, Al. Trout, Jack . The 22 immutable laws of marketing. Harper (1993)
•Sharp, Byron: Marketing: theory, evidence and practice. Oxford University Press. (2013)
•Steel, Jon. The perfect pitch. The art of selling ideas and winning n ew business. John Wiley & Sons. New Yersey (2007)
•Young, Anthony. Brand Media Strategy. Integrated Communications Planning in the digital Era. Palgrave Macmillan (2010)
•Webs
• http://www.aedemo.es
• http://www.aimc.es
• http://www.anuncios.es
• http://www.google.es/intl/es/analytics/
• http://www.iabspain.net
• http://www.infoadex.es
• http://www.marketingnews.es
• www.warc.com/

Software

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Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this link. To consult the language you will need to enter the CODE of the subject.

Name	Group	Language	Semester	Turn

(PLAB) Practical laboratories	51	Catalan	first semester	afternoon
(TE) Theory	5	Catalan	first semester	afternoon