

## Digital Strategy

Code: 104901  
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

The prerequisites of the subject focus on the understanding, conceptualization, planning and execution of the digital strategy in the field of advertising and public relations, which implies knowledge of technologies relevant to the digital strategy., ability to critically analyze concepts, tools and related materials from conceptualization to leadership, written and oral expression, to the public presentation of projects applied to advertising and public relations.

### Objectives and Contextualisation

The main objective of the course is the knowledge, analysis and management of the main digital technologies applied to digital advertising strategy and public relations (especially in companies 4.0 and 5.0, the role of advertising and public relations in these realities and the need to design strategies that connect with these new scenarios) through the acquisition of skills in the conceptualization, conception, design, production and execution of digital advertising and public relations strategies for cyberspace and the digital realm.

In this sense, the objectives are specified in:

1. Reflect on the fundamentals of digital strategy in today's society, 4.0 and 5.0.
2. To know the most common digital strategic models in advertising and public relations.
3. Study the parameters of conception and design of digital strategies.
4. Familiarize yourself with the main platforms, resources and tools.
5. Know the dynamics of digital strategy.
6. Assimilate the fundamentals of leadership in digital advertising and public relations strategy.
7. The importance of public speaking in the presentation of digital strategic projects.
8. Know the guidelines for crisis management arising from the implementation of the digital strategy.
9. Implement digital strategy projects.
10. Study good practices, implement a gender perspective, apply inclusion, and analyze industry trends.

### Learning Outcomes

1. CM22 (Competence) Plan an advertising strategy while taking stakeholders and social impact into account.
2. CM23 (Competence) Design digital positioning plans that critically takes on board new social and technological trends.

3. KM27 (Knowledge) Recognise the value of brands and audiences as strategic lynchpins in the relationship between advertisers and consumers.
4. SM20 (Skill) Determine the communication objectives for the design of the most appropriate advertising strategies while considering the needs of brands and audiences.
5. SM22 (Skill) Analyse the consumer to determine the most suitable insight for the design of an advertising campaign strategy.

## Content

1. Reflection on emerging technologies and the impact on the advertising profession and PPRR
  - Review of the main paradigms of the profession in the current context
  - Industry and commerce in society 4.0 and 5.0. Advertising references in
  - Approach to emerging technologies affecting advertising and PPRR
  - Prospective discussion on advertising, rrpp and technology
2. Professional exit and course project
  - Analysis of the professional projection of the advertiser in a highly technic
  - Validation of professional advertising and Rrpp skills in the digital field
  - Identification of emerging professional profiles due to digitization associa
  - Construction of an own advertising or rrpp project. IP protection
3. Design and creation of a digital positioning plan
  - Choice of digital environment
  - Digital marketing and digital strategy
  - Web analytics applied to advertising and rrpp
4. The consumer and the new digital commerce
  - The sales process and the digital field
  - New markets, new positions
  - Positioning, search engines and content adapted for SEO
5. Active audience and participation. Social media strategy
  - Adaptability of the advertising message to the distributor of digital conten
  - Digital audiences and online consumption
  - Analysis of the requirements of the broadcasting channels
  - Characteristics of new consumption, feedback and user-generated conte
6. Audience measurement systems

Companies and institutions  
Accreditation and transparency systems  
Impact on the advertising market and PPRR

7. Regulatory framework of the digital market and management of conflicts  
Legality and electronic commerce  
Processing of personal data  
Management of crisis situations in digital strategies

8. Strategic vision in the creation and advertising of digital products  
Leadership and management of work teams  
Digital innovation as a strategy applied to advertising and R&D  
Presentation of projects

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

The detailed calendar with the content of the different sessions will be provided.  
The detailed description of the exercises and practices, the various teaching methods and evaluation criteria will be provided.  
In the event of a change in teaching modality for health reasons, the teacher will adapt the content and methodology of the subject.

## Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
<hr/>			
Type: Directed			
Laboratory	37.5	1.5	
Master classes	15	0.6	
<hr/>			
Type: Supervised			
Tutorías	7.5	0.3	
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Type: Autonomous			
Individual study, readings, exercises	82.5	3.3	
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The basis of the teaching methodology will be to reach an autonomous learning by the students.

The activity supervised by the teacher, with a constant and active participation of the student, will allow him to assume the generic and specific competences raised in the design of the subject, within the Curriculum.

The learning activities (practical classes) occupy a prominent role in the framework of the subject. Students will attend theoretical classes where concepts will be explained, debates will be developed and materials and cases will be commented on.

The separation of the group into subgroups of a practical nature will allow a varied and very detailed work and exercise of the proposed exercises. The virtual campus will be an important tool in the framework of the subject.

**IMPORTANT:** The proposed teaching methodology and assessment may undergo some modification depending on the attendance restrictions imposed by the health authorities.

It is necessary to complete the evaluation surveys. This allows for improved teaching.

The course's teaching methodology integrates the use of inclusive language.  
As part of innovative teaching methodologies, the course includes the use of  
The course is planned according to the academic calendar so that the teaching  
The course makes use of the virtual campus, where resources and class  
Note: The course content will be sensitive to aspects related to the gender

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 staff will inform students of any modifications to the course schedule and teaching methodologies.

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.

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
course work	20	2	0.08	CM22, CM23, KM27, SM20, SM22
Exam	30	2	0.08	
Practices	30	2	0.08	CM22, CM23, KM27, SM20, SM22
Project	20	1.5	0.06	CM22, CM23, KM27, SM20, SM22

This subject follows the continuous evaluation and does not foresee a single evaluation.

The evaluation system will have two clearly differentiated parts:

PRACTICAL PART: 60%.

THEORETICAL PART: 40%.

The course consists of the following assessment activities:

- Exam: 30% on the final grade.
- Project: 30% on the final grade
- Internships: 40% on the final grade

In order to pass the course, a minimum grade of 5 must be taken in each activity. Aspects to consider:

Students will be entitled to the recovery of the subject if it has been evaluated of the set of activities whose weight is equivalent to a minimum of 2/3 of the total qualification of the subject.

In order to be able to present to the recovery of the asignatura, will have had to obtain the average note of 3,5. To be continuous evaluation, will have to realize all the evaluable proofs programmed. (In exceptional cases, and with the prior approval of the teaching staff, a different evaluation system may be designed).

In order to pass the subject, both the practical and the theoretical part must be passed (obtaining the grade equivalent to a 5 out of 10, in each of the parts).

In case of passing one of the parts and suspending the other, the student will have the qualification of suspension.

Plagiarism in the exercises, exams or assignments will automatically mean the suspension in the subject.

More than three misspellings in some works will mean the suspension of these.

The mark obtained in the theory re-evaluation will be the final mark of this part.

The mark obtained in the re-evaluation of practice will average with the mark obtained in the practices of the course.

Students who wish to raise their mark will also be able to access the re-assessment tests (theoretical and practical). The new grade will be the final one in the theoretical part and will average with the rest of the practices in the practical part.

In the case of a second registration, students will be able to take a single synthesis test that will consist of a theory and practice exam.

The qualification of the subject will correspond to the qualification of the synthesis test.

The student who commits any irregularity (copy, plagiarism, impersonation, ...) that may lead to a significant variation in the grade of an assessment act, will be graded with 0 this assessment act. In case of several irregularities, the final grade of the subject will be 0.

As established by the academic regulations, 50% of the evaluation activities are recoverable. Examination and internships are recoverable in proportion.

#### CRITERIA FOR CONSIDERING STUDENTS AS UNASSESSABLE:

- Attendance is considered necessary for individual and group achievement.
- Failure to submit 20% of the assignments assigned for in-person sessions.

#### Plagiarism

If a student commits any irregularity that could lead to a significant change in the grade, the student will be considered unassessable.

Students will be entitled to reassessment in the course if they have been evaluated on a set of activities accounting for at least two-thirds of the total course grade.

This course/module does not provide for a single-assessment system.

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NOTE: Throughout the course you will work on your own digital strategy project.

## 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	second semester	afternoon
(TE) Theory	5	Catalan	second semester	afternoon