

Strategic Planning and the Planner

Code: 43401
ECTS Credits: 9

2025/2026

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

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Teachers

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Teaching groups languages

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

Prerequisites

There are no prerequisites.

Objectives and Contextualisation

The objectives of the module are:

- To know the figure of the planner: functions, capabilities and skills in the current communicative context.
- To acquire basic knowledge and skills in strategic planning.
- To value the importance of strategy as a previous step in any brand building and communication process.
- To allow students to broaden and deepen their knowledge in the field of strategy in order to face their professional activity with greater success.
- To design communication plans.

- Contextualize strategic planning within the current communication environment and within the framework of corporate communication.

Competences

- Be able to evaluate inequalities for reasons of sex or gender to design solutions.
- Display familiarity with the literature and adapt available results in order to address new or little-known problems, making innovative proposals.
- Set communication objectives and design strategies that are suited to the dialogue between brands and consumers.
- Situate the current problems in the field of communication in their historical context.
- Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.
- Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.
- Work in a team, showing respect for the roles of its members (workload, responsibilities, merits, etc.) and its dependencies.

Learning Outcomes

1. Analyse the advantages and problems of working in teams within the businesses and organisations being studied.
2. Apply the different theoretical models of strategic planning to solve practical problems in real communication scenarios.
3. Carry out the communication diagnosis, which will be the basis for the strategic communication plan.
4. Decide on the most appropriate communication strategy to deliver advertising to the target audience.
5. Identify and question the biases, stereotypes and gender roles in the discipline and in professional practice.
6. Identify the historical origins of the figure of professional planner.
7. Know and use the contributions of women and gender studies in the discipline.
8. Know how to use inclusive and non-sexist language.
9. 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.
10. Manage advertisers' brand strategies effectively and efficiently.
11. Understand how the discipline of strategic communication has evolved in recent years.
12. Understand the original approach of this master's degree and the function performed by planners in advertising and PR.

Content

1. Corporate communication and intangible values.
2. The current communication context: the planner's framework of action.
3. The figure of the planner within a communication agency: the effective construction of the brand strategy.
4. Brand strategy. Point of view and Purpose of the brand.
5. Brand strategies and architectures. Premiumization versus white label.
6. Positioning.
7. Communication target: segmentation and profile definition.
8. Emotional motivations and insights. The key to communication effectiveness.
9. The seed of a good strategy: from the opportunity faced by a brand to the communication objective.
10. From the problem to the measurement of results: the phases of the communication process.
11. From the communication concept to the big idea and execution.

12. Evolution of strategic planning: identifying the essential contact points to successfully activate a creative big idea.
13. The creative keys. Ingredients of a good idea or concept.
14. How to evaluate a creative proposal, idea and execution.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Case method	37	1.48	1, 2, 12, 11, 4, 3, 10, 6
Master classes	31	1.24	2, 12, 11, 4, 3, 10, 6, 8
Type: Supervised			
Follow-up tutorials for the final project	10	0.4	2, 12, 4, 3, 10, 8
Type: Autonomous			
Final module assignment	110	4.4	2, 12, 4, 3, 10, 8
preparation of cases, reading of articles	17	0.68	2, 4, 3

The approach to learning and teaching is interactive and will involve lectures, case analyses, a group project, and presentations, as well as preparation before class and reflection during and after class.

The major concepts discussed will be illustrated with real-world examples and/or cases with the objective to learn fundamental concepts related to the planner and the strategic planning.

This module consists of two main areas of activity: (1) working on the keys to a good strategy and (2) working on the application of the strategy in the creation phase.

Lectures will be combined with sessions based on the case method where the preparation of a case linked to each topic will be carried out, its resolution and the related theoretical aspects will be addressed through an exposition of the teaching staff and the reading of articles.

The topics are organized sequentially from the more generic topics (which act as a context) to the more specific ones. However, this organization may be altered due to unforeseen events that may require a change in the schedule.

The best learning experiences occur when students participate actively. Students must be prepared to discuss all assigned readings and cases.

Note: The content of the course will be sensitive to aspects related to the 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

Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Case studies	25	5	0.2	2
Final module assignment: Final written project	50	10	0.4	1, 2, 9, 12, 7, 11, 4, 3, 10, 6, 5, 8
Final module assignment: Oral presentation	15	3	0.12	1, 2, 12, 4, 3, 10, 8
Module participation and follow-up	10	2	0.08	2, 12, 4, 3, 10

Evaluation

The evaluation of the module is carried out by continuous assessment and through the student's participation in the following activities:

1- Module project (written project): 50%. A specific case will be developed from the knowledge and skills acquired throughout the sessions of the module.

2- Module project (oral presentation): 15% the oral presentation of the project.

3- 25% the practical cases that will be carried out in the sessions of professors Miquel Campmany and Anna Fajula.

4- 10% Participation and follow-up of the module: attendance and participation in the sessions.

Reassessment

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.

Single-Assessment

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

Not Evaluable

The module will be considered "not evaluable" when any of the following requirements are met:

- The activities have not been submitted within the deadlines set by the teachers (in case of late submissions, the grade will be penalized. In case of systematic delays in the deliveries or failure to present them, they will be considered non-assessable).
- The student has not attended at least 80% of the sessions of the module.
- The student has not completed the module project.
- The student has not completed the practical cases of the module.

Use of Artificial Intelligence (AI)

For this module, the use of Artificial Intelligence (AI) technologies is permitted exclusively for support tasks, such as bibliographic or information searches, text correction, translations or the use as a tool in order to improve your project or presentation (e.g. image generation, video). Students must clearly identify any parts generated with these technologies, specify the tools used, and include a critical reflection on how AI has influenced the process and final outcome 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.

Any student suspected of submitting work that includes AI generated content may be asked for preliminary work or other materials to evidence the student's original and unaided authorship. The student may also be

asked to separately explain or support their work. AI identification methods may also be employed by the professors. After review, if it is determined by the instructor that submitted work likely contains AI generated content, the work may receive a zero and the student may be subject to further misconduct measures.

Plagiarism

The student performing any irregularity (copy, plagiarism, impersonation,...) will be graded with 0 for this assessment act. In the event of several or repeated irregularities, the final score of the subject will be 0

Bibliography

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Software

The subject does not require any specific software.

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
(TEm) Theory (master)	30	Spanish	first semester	afternoon