

Degree	Type	Year
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 [end](#) of this document.

## Prerequisites

This subject has no prerequisites.

It is recommended that students have knowledge of marketing as well as for analytics and creativity.

## Objectives and Contextualisation

The new scenarios posed by the information society require a new approach to the design, planning and direction of marketing actions.

Knowing and using emerging techniques in the field of marketing will provide the student with the necessary skills to apply the new marketing trends in a profitable and effective way in the company. For this we will study the most relevant aspects and tools of online marketing and sensory, as well as the analysis of data to evaluate the results and establish strategies.

Therefore, this module will be eminently practical.

## Competences

- Analyse market data (competition and brand image) and, in accordance with the advertiser's briefing, design a strategic communication plan.
- Design and carry out market research.
- Design, plan and direct marketing actions in the new scenarios posed by the information society.
- Display determination, curiosity and creativity.
- Identify research problems and apply the most suitable qualitative and quantitative methodologies and tools in studies on communicative phenomena in advertising and PR.
- Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
- Set communication objectives and design strategies that are suited to the dialogue between brands and consumers.
- Work in a team, showing respect for the roles of its members (workload, responsibilities, merits, etc.) and its dependencies.

## Learning Outcomes

1. Apply cutting-edge marketing planning tools.
2. Describe the workings of the new research tools.
3. Determine the integrative structure of a marketing plan.
4. Display determination, curiosity and creativity.
5. Distinguish and classify the new research techniques.
6. Distinguish and classify trends in marketing.
7. Distinguish and identify brand optimisation models and models of new media and channels.
8. Evaluate the effects of the application on the trading account.
9. Identify and filter the principal emerging trends and technologies.
10. Identify the new tools of commercial communication.
11. Integrate the different analysis tools for studying new trends in marketing.
12. Make skilled use of IT tools.
13. Recognise and analyse the organisation's ability to adapt and integrate changes.
14. Use advanced models and criteria for forecasting and monitoring.
15. Use the new commercial communication tools correctly.
16. Work in a team, showing respect for the roles of its members (workload, responsibilities, merits, etc.) and its dependencies.

## Content

1. E-business consulting.
2. Startups and digital businesses.
3. MarTech and data-driven marketing.
4. Augmented reality, virtual reality, and the metaverse.
5. Brand entertainment, cringe marketing, storytelling, inclusive marketing, and sustainable marketing.
6. The role of strategic creativity in digital environments.
7. New formats and algorithms in social media: keys to virality.
8. Introduction and classification of AI.
9. Content generation with AI: Image, Video, Text.
10. AI use cases in marketing and advertising.
11. Audio marketing/audiobranding as a communication strategy for organizations.
12. Introduction to sound theory applied to audio branding.
13. The corporate podcast/brand podcast.

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

## Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Lectures, discussion of cases and presentation of works	55	2.2	1, 8, 4, 2, 3, 6, 5, 7, 9, 10, 11, 12, 13, 16, 15, 14
Type: Supervised			
Tutorials and follow-up of the work to be done and the cases to prepare	30	1.2	1, 8, 4, 2, 3, 6, 5, 7, 9, 10, 11, 12, 13, 16, 15, 14
Type: Autonomous			
Related readings, preparation of cases and practices, study and elaboration of schemes	90	3.6	1, 8, 4, 2, 3, 6, 5, 7, 9, 10, 11, 12, 13, 16, 15, 14

The course includes lectures, guided theoretical activities, supervised individual and group activities, as well as a set of independent activities to achieve the module's objectives.

Each of the sections into which the content is organized is taught by a specialist instructor.

Students will be organized into groups of 4 or 5 people, and each group will work on a case study.

The module is divided into two parts, with the following content:

### Part One: New Trends in Marketing.

- Exploration of current trends such as eBusiness consulting, startups, MarTech, inclusive and sustainable marketing.
- Analysis of the use of augmented and virtual reality, and the metaverse in digital strategy.
- Study of new narratives (brand entertainment, cringe marketing, storydoing) and the role of strategic creativity.
- Detailed analysis of algorithms and formats in social media and the keys to virality.
- Introduction to generative artificial intelligence (image, video, text) and its applications in marketing and advertising.
- Practical cases applied to each content block.

### Part Two: Sound Marketing/Audiobranding

- A coursework assignment will be completed applying concepts related to sound marketing/audiobranding.

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

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.

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
1 - Part One: New Trends in Marketing	50%	37.5	1.5	1, 8, 4, 2, 3, 6, 5, 7, 9, 10, 11, 12, 13, 16, 15, 14
2 - Part Two: Sound Marketing/Audio Branding	40%	30	1.2	1, 8, 4, 2, 3, 6, 5, 7, 9, 10, 11, 12, 13, 16, 15, 14
3 - Attendance and Participation in practices and Seminars	10%	7.5	0.3	1, 8, 4, 2, 3, 6, 5, 7, 9, 10, 11, 12, 13, 16, 15, 14

This module does not have a single assessment system.

The assessment for each part will consist of the following tests:

1) Part One: New Trends in Marketing (50% of the final grade for the module).

- Completion of practical cases.

2) Part Two: Audio Marketing/Audio Branding (40% of the final grade for the module).

- Final Project: Students, in groups, must select a brand and develop an audio branding strategy that incorporates various audio tools applied to communication actions that the selected organization (or one of its products or services) may undertake.

3) Attendance and participation in practical sessions and seminars (10% of the final grade for the module).

Re-evaluation:

For students who obtain a grade equal to or higher than 3.5 and lower than 5 in the assessment, a summary test will be held, which will be determined based on the part they failed.

A student is considered "Not Assessable" for the course if they have not participated in any of the assessment activities described.

Re-enrollment:

In the case of a re-enrollment, students may take a single summary test consisting of a theoretical and practical assignment covering the entire module.

Plagiarism. Very important:

If the student commits any irregularity that could lead to a significant change in the grade for an assessment, that assessment will be graded with a 0, regardless of any disciplinary process that may be initiated. If multiple irregularities occur in the assessments for the same course, the final grade for that course will be 0.

## Artificial Intelligence

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

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## Software

No specific programming is used

## 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	second semester	afternoon