

Digital Strategy and Positioning of Journalistic Content

Code: 43967
ECTS Credits: 6

2025/2026

Degree	Type	Year
Journalism and Digital Content Innovation	OB	0

Contact

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Teachers

Clara Soteras i Acosta

Teaching groups languages

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

Prerequisites

- The module requires knowledge of the main office and internet tools, as well as a medium level of understanding of the English language.

Objectives and Contextualisation

- This module consists of the study of the positioning strategy in the digital market of journalistic products
- The module allows you to understand and analyze the digital positioning tools that benefit the practice of journalism today.
- It is proposed to study both these elements of digital strategy, as well as the professionals who have joined the media following the new needs derived from the changes in the journalistic profession, such as community managers and specialists in audience participation.
- Analyze the impact of emerging technologies on journalism
- Know how to propose digital strategies in journalism

Competences

- Adapt to new situations, have leadership ability and initiative, while maintaining creativity.
- Apply tools of management, analysis, organisation and planning of information in accordance with objectives and specific information projects.

- Design, create and carry out projects of innovation and research in the area of journalism and digital communication.
- Design, create and develop digital strategies oriented to the positioning of journalistic content.
- Students can communicate their conclusions and the knowledge and rationale underpinning these to specialist and non-specialist audiences clearly and unambiguously.
- That the students can apply their knowledge and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their field of study.
- Understand and analyse the trends and dynamics of change in the communicative, informative and regulatory ecosystem of the media company in the twenty-first century.

Learning Outcomes

1. Creatively interpret and use new narrative forms in the digital environment, applied to news stories.
2. Display knowledge of the media environment, and the evolution and tendencies of the digital media.
3. Independently take creative, responsible decisions that take ongoing work and the work environment into account.
4. Introduce and apply planning and document management processes within the routine of high quality-journalism production.
5. Introduce innovative elements linked to trends in present-day journalism production in journalism production laboratories.
6. Make a critical selection of original trends in digital narration and apply these in an environment of journalism production.
7. Make critical analyses of documentation and information based on case studies put forward.
8. Plan for the creation of different journalistic products based on clearly identifying an environment, a context and a specific audience.
9. Promote creative initiatives to find new spaces and products linked to trends in the news market.
10. Propose strategies and products to the host institution that are related to news-company trends and dynamics.
11. Understand and critically interpret changes in the model for consuming journalism, identifying thematic trends and news markets.
12. Understand and distinguish between technologies and innovation models in journalism projects and products, in order to propose practical solutions for specific problems related to the profession.
13. Understand concepts, theories and models applicable to innovation and production dynamics in journalism projects.
14. Use research tools that promote independent learning towards solving a research problem.

Content

1. Design and creation of a digital positioning plan

- Digital Content guidelines in the current context
- Users: Content usage and access habits
- Marketing and digital strategy
- Web analytics
- Business intelligence

2. Positioning and search engines

- Search engine optimization (SEO)
- SEO-adapted content

3. The Social Media Strategy

- Adaptability of the message to digital content distributors
- Analysis of the requirements of distribution channels

4. Active audience and participation

- Analysis of Online Consumption
- Characteristics of New Consumption
- Polymediation and multitasking
- User-generated content and feedback

5. Audience measurement systems

- Companies and institutions
- Accreditation and transparency systems
- Impact on the advertising market and public relations1.

The content of this subject will be sensitive to aspects related to the gender perspective. The calendar detailing the contents of the different sessions will be presented on the first day of class. Additionally, the Virtual Campus will provide a detailed description of the exercises and practices, various teaching materials, and any information necessary for adequate follow-up of the subject.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Practices	25	1	13, 12, 14, 2, 3, 6
Type: Supervised			
Case studies	10	0.4	11, 7, 9
Tutorials	10	0.4	12, 1, 5, 3, 9
Type: Autonomous			
Works, reports and readings	45	1.8	13, 11, 14, 2, 7, 1, 5, 3, 8, 9

- The basis of the teaching methodology will be to achieve autonomous learning on the part of the students.
- The academic activity supervised by the teacher, with a constant and active participation of the student, will allow the student to assume the generic and specific competences that arise in the subject, thus achieving compliance with the objectives formulated.

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.

IMPORTANT: In the event that some special circumstance prevents 100% face-to-face teaching, the new alternative (virtual, blended or other) would include the same syllabus and an evaluation system equal to or equivalent to that of this teaching guide.

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
In class activities	20	24	0.96	13, 12, 14, 2, 3, 6
Essays and case analysis	40	12	0.48	13, 11, 2, 7, 4, 3, 8, 9, 10, 6
Oral presentation	20	12	0.48	11, 12, 7, 1, 5, 3, 9
Test	20	12	0.48	13, 11, 14, 2, 7, 1, 5, 3, 8, 9

The subject consists of the following evaluation activities:

- Activity A, Test, with 20% on the final grade.
- Activity B, In-class activities, with 20% on the final grade.
- Activity C, Oral presentation, with 20% on the final grade.
- Activity D, Essays, and case analysis, with 40% on the final grade.

To pass the subject, it is necessary to have a minimum grade of 5 in activities A, B, C, and D.

Aspects to consider:

- To pass the subject, all the evaluable tests will have to be done as it is a continuous evaluation.
- In exceptional cases and always after commenting on the situation with the teaching team of the subject, it will be possible to work with a different evaluation system.
- In the case that the student does not appear in the middle of the tests, it will be considered as not presented.
- In each part, students must have, at least, the equivalent of a five.
- Students will be entitled to the recovery of the subject if it has been evaluated of the set of activities, the weight of which is a minimum of 2/3 of the total grade of the subject.
- To be able to submit to the recovery of the subject, it will be necessary to have obtained an average grade of 3.5.
- The activities that are excluded from the recovery process are the debates and case analyses.
- In case of second registration, the students may perform a single synthesis test consisting of a theoretical-practical exam. The qualification of the subject will correspond to the qualification of the synthesis test.
- The student who makes any irregularity (copy, plagiarism, identity theft ...) that could lead to a significant variation of the grade of an evaluation act, will be qualified with 0 for this act of evaluation. In case of several irregularities, the final grade of the subject will be 0.
- If the student commits any irregularity that could lead to a significant variation in the grade of an assessment, this assessment will be graded 0, regardless of the disciplinary process that may be initiated. If several irregularities occur in the assessment of the same subject, the final grade for this subject will be 0.

ARTIFICIAL INTELLIGENCE

For this subject, the use of Artificial Intelligence (AI) technologies is permitted exclusively in the tasks specified by the instructors for each exercise or activity. Students must clearly identify the parts generated with this technology, specify the tools used, and include a critical reflection on how they influenced the process and final outcome of the activity. Lack of transparency in the use of AI in this assessable activity will be considered a breach of academic honesty and may result in a partial or total penalty in the activity grade, or greater sanctions in serious cases.

IMPORTANT: In the event that any special circumstances prevent 100% face-to-face teaching, the new alternative (virtual, blended or other) would include the same syllabus and an evaluation system equal to or equivalent to that of this teaching guide.

Bibliography

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- NOTA: During the course the teacher may recommend articles or texts from different weblogs or pages that are of interest.

Software

Basic office software, social media domain and blog content management.

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)	60	Spanish	first semester	morning-mixed