

Degree programme	Type	Course
Advertising and Public Relations	OB	3

Contact lecturer

Name : Aurea Beatriz Gomez Garrido

Email : aurea.gomez@uab.cat

Prerequisites

None

Group languages

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

Objectives

The subject has as main objective to introduce the student in the media planning world and will be mainly based on the following themes:

- 1.- The role of media planning in advertising and marketing
- 2.- Main basic concepts of media planning
- 3.- Scientific methodology applied to media Planning. Main tools and sources of information
- 4.- The media planning process
- 5.- Current media landscape: main characteristics, audience profile and trends or evolution in terms of advertising investments

Learning outcomes

- CM25 (Formulate a suitable media strategy as a result of the application of negotiation techniques.) Formulate a suitable media strategy as a result of the application of negotiation techniques.
- KM28 (Recognise advertising companies as business units to understand their role in the communication industry.) Recognise advertising companies as business units to understand their role in the communication industry.
- SM23 (Apply the basic principles of media planning for the negotiation and purchase of advertising space, while considering the benefit-cost ratio.) Apply the basic principles of media planning for the negotiation and purchase of advertising space, while considering the benefit-cost ratio.

Contents

1. Current status of media planning (5%). The figure of the media planner. Media planning in the marketing process. Future trends. Media digitalization. Brief overview: audiences and investments. Planning process.

2.- Basic Concepts of Media Planning (55%). Explanation of the essential concepts to understand, analyze and make decisions related to media. 20 essential concepts related to the audience, the effectiveness, the strategy and the media cost. Basics of digital planning & programmatic planning.

3.-Sources of information and Media Planning tools (20%). Information needs in planning in relation to target, market and media. Main sources and suppliers of information and knowledge in the market.

4.-Market situation of the media (20%). Evolution of the national and international advertising market in terms of audiences and investments. Profiles and characteristics of the main mass media. Current negotiation basics.

Students will obtain by this way a global vision of media planning to make optimal decisions when designing and assessing the effectiveness of a media campaign.

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Theory	15	0.6	CM25, KM28, SM23
Practice	82.5	3.3	CM25, KM28, SM23
Seminars	15	0.6	CM25, SM23
Tutorial Classes	7.5	0.3	CM25, KM28, SM23
Exercices	22.5	0.9	KM28

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 the various teaching materials deemed appropriate by the instructors 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.

Classes will be a mix of theory and practice. Each session will begin with the debate or analysis of some lectures. There will a specific homework each week (lecture or exercise), and 4 group activities will be developed during the semester.

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

Continuous assessment activities

Title	Weight	Hours	ECTS	Learning outcomes
Seminars	5%	0.75	0.03	CM25, KM28, SM23

Exam	45%	2.25	0.09	CM25, SM23
Practice	50%	4.5	0.18	CM25, KM28, SM23

CONTINUOUS ASSESSMENT

The evaluation of the subject will be based on continuous assessment, consisting of practical assignments (50%), class attendance and participation in seminars (5%), and a final exam (45%). In order to pass the subject, students must obtain a minimum grade of 5.0 out of 10 in both the practical assignments and the final exam. The grade corresponding to attendance and participation will be incorporated into the final mark according to the established weighting, but it will not constitute an independent requirement for passing the subject.

RECOVERY OF CONTINUOUS ASSESSMENT

The last three weeks of the course will be dedicated to re-evaluation activities. Students will have the right to retake the subject provided they have been assessed on activities whose combined weight represents at least two-thirds of the total course grade.

To be eligible for the recovery process, students must have obtained a minimum overall grade of 3.5 out of 10, calculated according to the established weighting criteria. Only the practical assignments and the final exam will be eligible for resit. Due to its nature, attendance and participation in seminars are not recoverable.

For the grade obtained in a recovery activity to replace the previous grade and to calculate the final mark, it is necessary to obtain a minimum grade of 4.5 out of 10 in that activity.

SINGLE ASSESSMENT

The single assessment system of the subject is based on the following components:

- A) 40% Theoretical test. A minimum grade of 5.0 is required to pass the subject (mandatory condition).
- B) 30% Resolution of three case studies / practical assignments.
- C) 30% Submission of a final project including theoretical exercises.

The single assessment will take place on a single assessment date. On this date, students who have opted for this modality must take the written exam, solve a series of case studies, and submit the two research reports.

RECOVERY OF SINGLE ASSESSMENT

To be eligible for the recovery of the subject, students must have obtained a minimum overall grade of 3.5 out of 10, calculated according to the established weighting criteria. Only the theoretical test and the case study resolutions will be recoverable. Due to its nature, the final project is not eligible for resit.

For the grade obtained in a recovery activity to replace the previous grade and to calculate the final mark, it is necessary to obtain a minimum grade of 4.5 out of 10 in that activity.

SYNTHESIS EXAM

For students enrolled in the subject for a second time or more, assessment may consist of a synthesis exam designed to evaluate the learning outcomes defined in the course syllabus. In this case, the final grade of the subject will correspond entirely to the grade obtained in this exam. Further details will be communicated to students who choose this assessment modality.

PLAGIARISM

In the event that the student commits any irregularity 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 instructed. In the event of several irregularities in the evaluation acts of the same subject, the final grade of this

subject will be 0.

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.

ARTIFICIAL INTELLIGENCE (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.

IRREGULARITIES

The performance of any irregularity in an evaluation act (academic fraud, plagiarism or improper use of AI, unless this use is expressly authorized by the teaching guide), which may lead to a significant variation in the grade, assumes that this act will be graded with a 0. In the event that the teaching guide foresees that in order to pass the subject it is an essential requirement to have obtained a minimum grade in this evaluation act or that there are several irregularities in the evaluation acts of the same subject, the final grade of this subject is 0. Apart from this, a disciplinary process may be instructed to the student that incurs any of these irregularities.

Any student suspected of submitting assignments that have been generated by AI, written by others or copied; include unattributed AI-generated content, or fall outside the permitted scope, may be asked to provide the preliminary work or other materials that can demonstrate it is original work and the result of their own authorship. They may also be asked to separately explain or justify their work. Teachers may also use AI detection systems or carry out any verification tasks they deem appropriate. If, after review, the instructor detects irregularities, the assignment may be graded zero, and the student may be subject to further disciplinary action.

Bibliography

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González Lobo María. Ángeles., Carrero López E. y Mariñas González, G.. Manual de Planificación de Medios (2018)

Katz, Helen. *The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying*. Routledge, (2019)

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Complementary Biography

Arroyo Vázquez, N. . "El uso profesional de las redes sociales". Anuario Think EOI 2009. EPI SCP, pp 145-152. Disponible en web: <http://dialnet.unirioja.es/servlet/articulo?codigo=3013069> (2009)

Berganza Conde, Mª Rosa; Ruiz San Román, José A. Investigar en comunicación. Guía práctica de métodos y técnicas de investigación social en comunicación. Ed. Mc Graw Hill (2005)

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Sharp, Byron. Marketing: theory, evidence and practice. Oxford University Press (2013).

Steel, Jon. The perfect pitch. The art of selling ideas and winning new business. John Wiley & Sons. New Jersey (2007)

Web

<http://www.aedemo.es>

<http://www.aimc.es>

<http://www.anuncios.es>

<http://www.iabspain.net/glosario/>

<http://www.infoadex.es>

<http://www.marketingnews.es>

http://www.mckinsey.com/insights/marketing_sales/beyond_paid_media_marketings_new_vocabulary

www.warc.com/

Software

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Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through

this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TE) Theory	5	Catalan	second semester	afternoon
(PLAB) Practical laboratories	51	Catalan	second semester	afternoon
(PLAB) Practical laboratories	52	Catalan	second semester	afternoon