

Degree programme	Type	Course
Strategic Planning in Advertising and Public Relations	OB	1

Contact lecturer

Name : Elaine Aparecida Lopes Da Silva

Email : elaine.lopes@uab.cat

Teaching staff

Montse Vidal Mestre

Ana Beatriz Valli Casado

Carla Galvany Sánchez

María Luz Barbeito Veloso

Leila Mohammadi

Mireya Places Fernando

Group languages

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

Prerequisites

This subject has no prerequisites.

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

Objectives

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.

Learning outcomes

1. Identify the new tools of commercial communication.
2. Use the new commercial communication tools correctly.

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

Contents

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

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

Learning activities and methodology

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

The subject includes theoretical master classes, guided and supervised activities, as well as autonomous activities to achieve the objectives of the module.

Each of the sections in which the contents are organized is taught by a specialist teacher.

Students will be organized into groups of 4 or 5 people and each group will develop, throughout the module, a project focused on a brand, product or service. In the first part of the module, the different phases of the marketing strategy will be worked on and, in the second, the sound marketing strategy will be developed.

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, virtual and metaverse reality in digital strategy.
- Study of new narratives (brand entertainment, cringe marketing, storydoing) and the role of strategic creativity.
- Deepening of algorithms and formats in social networks and in virality keys.
- Introduction to generative artificial intelligence (image, video, text) and its applications in marketing and advertising.
- Development of the different phases of the project's marketing strategy through applied practical exercises. The activities carried out during this part will provide the strategic foundations on which the course work will be developed.

Second part: sound marketing/audiobranding

- Development of the sound marketing strategy of the same brand, product or service worked on during the first part of the module, which will include different sound actions and, of course, the creation of a corporate podcast/branded podcast.

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 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.

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

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

The evaluation will be carried out based on the development of practical cases and the marketing proposal of a brand, product or service that includes the sound marketing campaign.

1) First part: new trends in marketing (50% of the final grade of the module)

Performance of practical exercises linked to the different phases of development of the project's marketing strategy. Each activity will form part of the final project and will contribute to the construction of the strategic proposal that will serve as a basis for the development of the second part of the module.

2) Second part: sound marketing/audiobranding (40% of the final grade of the module).

- Development of a sound marketing proposal integrated into the brand strategy developed during the first part of the module.
- The proposal must necessarily include the design and production of a corporate podcast (branded podcast).
- Additionally, it must incorporate other sound communication actions (sonotype, jingle, brand song, etc.), strategically justified and coherent with the overall brand proposal.

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

Re-evaluation:

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.

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:

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.

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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Sound marketing/audiobranding.

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Software

No specific programming is used

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

PROVISIONAL