

Degree programme	Type	Course
Journalism and Digital Content Innovation	OB	1

Contact lecturer

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Prerequisites

There are no prerequisites for enrolling.

Group languages

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

Objectives

1. Analyze the structure of the news digital ecosystem.
2. Provide the basis of the dynamics of the digital environment and the tools for its understanding.
3. Explain the main concepts and typologies of companies and digital journalistic products, as well as the regulatory framework and new professional profiles.

Learning outcomes

1. Critically adapt news companies' technologies and innovation models to a changing, globalised regulatory context.
2. Quickly and reliably adapt to changing, dynamic work environments and fulfil the tasks set.
3. Critically analyse the results of implementing positioning strategies and propose alternatives to improve on the success achieved.
4. Put forward innovative, creative ideas concerning the work routines of a news company.
5. Take on different roles in the dynamics of producing and managing digital content for the media, with responsibility and self-reliance.
6. Know and use the main tools of digital positioning and marketing based on the criteria of active audiences and consumption tied to social networks.
7. Build autonomous, complete production processes for journalistic content, creatively, dynamically and innovatively.
8. Identify and evaluate the transformation processes of a company and of the media ecosystem in order to introduce innovation models into journalism projects.
9. Identify and clearly and precisely use applied research methodologies for investigating the use of information and communication technologies in producing and managing journalistic content.
10. Propose new ways to build news stories by applying information organisation and analysis processes to different objects of study.
11. Propose plans for digital positioning of content by formulating a research problem by solving practical cases.

12. Solve an applied-research problem, using a scientific method and proposing creative results.
13. Resolve situations related to news production, taking on a leadership role and proposing creative outcomes.

Contents

UNIT 1: EVOLUTION AND TRENDS IN DIGITAL MEDIA

- The digital media ecosystem
- Journalism companies
- Digital business models

UNIT 2: TECHNOLOGY AND INNOVATION MODELS IN JOURNALISM PROJECTS AND PRODUCTS

- Technology and innovation in the news industry
- Innovative journalistic products
- Case studies of successful initiatives

UNIT 3: REGULATION AND LEGISLATION

- Digital public policies
- Key concepts and dynamics of digital regulation
- Legal frameworks at national, European, and international levels

UNIT 4: EMERGING PROFESSIONAL PROFILES

- Industry needs and new professional roles
- Entrepreneurship: a new professional path?
- Emerging careers in the AI-driven media ecosystem

The course content will be addressed from three complementary perspectives: Catalan/Spanish, European, and international.

The subject will integrate a gender-sensitive approach and the use of inclusive language throughout its content.

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Seminars	28	1.12	1, 2, 3, 4, 7, 8, 9, 10, 12, 13
Classroom	60	2.4	1, 3, 4, 6, 8, 9, 10, 12
Tutorials	13.5	0.54	5, 7, 13
Autonomous work	115	4.6	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13

The subject will be developed in theoretical and practical sessions. The master classes will be devoted to the explanation of the core concepts of the subject. The practical sessions will have the following modalities: case

analysis, seminars, debates and oral presentation of works. In some activities, the flipped classroom methodology can be used.

A detailed calendar with the content of each session will be presented on the first day of class and made available on the Virtual Campus, where students will also find descriptions of assignments and practical exercises, teaching materials, and all relevant information for proper follow-up.

In the event of a change in the teaching modality due to force majeure as determined by the competent authorities, the teaching staff will inform students of the necessary adjustments to the course schedule and 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
Essays	30	1.5	0.06	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
Test	30	2	0.08	1, 3, 6, 8, 9, 12, 13
Oral Presentations	40	5	0.2	3, 4, 5, 6, 7, 8, 11

Assessment System

The assessment of this course follows a summative model and includes the following components:

- Content test (30 points)
- Oral presentations (40 points)
- Written assignments (30 points)

In order to pass the course, all assessment activities must be completed.

Justified absences

In exceptional, duly justified cases (e.g. illness, surgery, bereavement, etc.), students may be exempted from attending or submitting an activity on the scheduled date. In such cases, students must notify the teaching staff via the Virtual Campus, providing the appropriate documentation.

Due to the course schedule, activities cannot be rescheduled during the semester. However, students may continue with continuous assessment. Activities not completed for justified reasons may be submitted during a specific reassessment session in January 2027.

Submission of activities

All assignments must be submitted by the stated deadlines and must follow the formal guidelines outlined in each task description. Late submissions will not be accepted to ensure timely grading and the publication of final marks.

Publication of grades and review process

Grades will be published on the Virtual Campus. Once grades are posted, students will have 10 calendar days to request reviews or submit queries.

Tutorials

The instructor will set office hours to provide academic guidance and individual follow-up.

Reassessment

Students are entitled to a reassessment if they have completed activities that account for at least two-thirds (2/3) of the total course grade. To be eligible for reassessment, they must have obtained a minimum average mark of 3.5 out of 10.

Plagiarism and academic misconduct

Any form of academic misconduct (copying, plagiarism, identity fraud, etc.) in an assessment activity will result in a grade of 0 for that activity. In the case of repeated misconduct, the final grade for the course will also be 0.

Use of Artificial Intelligence (AI)

The use of AI tools is permitted only as a support resource, such as for information searches, bibliographic queries, text editing, or in cases explicitly indicated by the teaching staff.

Students must clearly identify which parts of the work have been generated using AI, specify the tools used, and include a critical reflection on their impact on both the process and outcome of the task. Lack of transparency in the use of AI will be considered academic dishonesty and may result in partial or total penalties in the grade, or more serious academic consequences if applicable.

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.

Suspicious performance

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.

Second enrolment

In the case of second enrolment, students may opt to complete a single comprehensive assessment, consisting of a content test and a series of practical exercises. The final course grade will correspond entirely to the result of this assessment.

Students wishing to follow this option must inform the course coordinator in writing at the beginning of the semester.

Single assessment

Students who choose the single assessment option will be evaluated as follows:

- 50% Theoretical exam on course content
- 30% Written test involving the resolution of three case studies
- 20% Oral presentation analysing a communication policy studied in class

The final grade will be the weighted average of the three components.

The dates for these assessments will be announced at the start of the course in the course calendar.

Reassessment of the single assessment

Students who take the single assessment and obtain a minimum overall score of 3.5 out of 10 may take a reassessment, which will include:

- Multiple-choice questions on course content
- Case analysis
- Oral presentation

The date of this reassessment will be announced at the beginning of the course.

Bibliography

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Software

There is no specific software.

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)	60	Spanish	first semester	morning-mixed