

Degree programme	Type	Course
Journalism and Digital Content Innovation	OB	1

Contact lecturer

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Teaching staff

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Group languages

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

Prerequisites

No specific prior technical knowledge is required. Basic knowledge of digital journalism, communication and the use of digital platforms is recommended, as well as an interest in audience analysis, content positioning and digital strategies.

Objectives

- Understand and analyse the dynamics of the digital ecosystem and new models of news consumption, identifying their impact on the positioning, distribution and visibility of journalistic content.
- Design and develop digital strategies for positioning journalistic content, integrating digital marketing tools, SEO, web analytics, social media and multiplatform adaptation.
- Apply audience measurement and analysis systems to support strategic decision-making, evaluating content performance and proposing innovative solutions adapted to different contexts and audiences.

Learning outcomes

1. Understand concepts, theories and models applicable to innovation and production dynamics in journalism projects.
2. Understand and critically interpret changes in the model for consuming journalism, identifying thematic trends and news markets.
3. 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.

4. Display knowledge of the media environment, and the evolution and tendencies of the digital media.
5. Use research tools that promote independent learning towards solving a research problem.
6. Creatively interpret and use new narrative forms in the digital environment, applied to news stories.
7. Introduce innovative elements linked to trends in present-day journalism production in journalism production laboratories.
8. Introduce and apply planning and document management processes within the routine of high quality-journalism production.
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. Plan for the creation of different journalistic products based on clearly identifying an environment, a context and a specific audience.
12. Make critical analyses of documentation and information based on case studies put forward.
13. Make a critical selection of original trends in digital narration and apply these in an environment of journalism production.
14. Independently take creative, responsible decisions that take ongoing work and the work environment into account.

Contents

UNIT 1. Design and Development of a Digital Positioning Plan

- Digital marketing and strategy
- Web analytics and key performance indicators (KPIs)
- Business intelligence and data-driven decision-making
- AI applied to digital strategy

UNIT 2. Search Engine Positioning and Search Engines

- Search engine positioning
- SEO-optimised content and discoverability strategies
- AEO and GEO: positioning in generative AI environments

UNIT 3. Social Media Strategy

- Adaptability of messages to digital content distributors
- Analysis of distribution channel requirements, multiplatform distribution strategies, and content adaptation to new platforms
- Recommendation algorithms and content visibility

UNIT 4. Active Audiences and Participation

- Analysis of online consumption and characteristics of new consumption patterns
- Polymediation, multitasking, and algorithmic news consumption
- Feedback and user-generated content
- Audience engagement, community building, and audience trust

UNIT 5. Audience Measurement Systems

- Audience measurement companies and institutions
- Accreditation systems, transparency, and new measurement models

- Impact on the advertising market and public relations
- Creator economy

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Case studies	10	0.4	2, 9, 12
Works, reports and readings	45	1.8	1, 2, 4, 5, 6, 7, 9, 11, 12, 14
Tutorials	10	0.4	3, 6, 7, 9, 14
Practices	25	1	1, 3, 4, 5, 13, 14

The teaching methodology will be based on fostering students' autonomous learning. Academic activities supervised by the teaching staff, together with students' constant and active participation, will enable them to acquire the generic and specific competences established for the course and, in this way, achieve the stated objectives.

The detailed schedule, including the content of the different sessions, will be presented on the first day of the course and will also be available on the course Virtual Campus, where students will find the various teaching materials and all the information necessary to follow the course effectively. In the event of a change in teaching mode due to force majeure, in accordance with the provisions established by the competent authorities, the teaching staff will inform students of any changes to the course schedule and teaching methodologies.

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

Course planning and Virtual Campus: The detailed schedule, including the content of the different sessions, will be presented on the first day of the course and will be available on the course Virtual Campus, where students will be able to find the various teaching materials deemed appropriate by the teaching staff, as well as all the information necessary to follow the course effectively. In the event of a change in teaching mode due to force majeure, in accordance with the provisions established by the competent authorities, the teaching staff will inform students of any changes 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
Oral presentation	20	12	0.48	2, 3, 6, 7, 9, 12, 14
In class activities	20	24	0.96	1, 3, 4, 5, 13, 14
Test	20	12	0.48	1, 2, 4, 5, 6, 7, 9, 11, 12, 14

Essays and case analysis	40	12	0.48	1, 2, 4, 8, 9, 10, 11, 12, 13, 14
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The course comprises the following assessment activities:

- Exam: 20%
- Practical assignments: 20%
- Group project: 40%
- Group project presentation: 20%

A minimum mark of 5 must be obtained in the exam for it to be considered together with the other assessment activities.

Students will be entitled to reassessment if they have been assessed on a set of activities that together account for at least two-thirds of the total course grade.

The activities excluded from the reassessment process are the project and the oral presentation (60%). If a student commits any irregularity that may lead to a significant variation in the mark awarded for an assessment activity, that assessment activity will be graded 0, irrespective of any disciplinary proceedings that may be initiated. If several irregularities occur in assessment activities within the same course, the final grade for the course will be 0.

SECOND ENROLMENT: In the case of a second enrolment, students may take a single synthesis assessment consisting of a content test and practical exercises. The final course grade will correspond to the grade obtained in the synthesis assessment. Students wishing to take this synthesis assessment must notify the course coordinator in writing.

This course does not provide for a single assessment system.

The use of Artificial Intelligence (AI) technologies is permitted in this course as an integral part of the development of the work, provided that the final outcome reflects a significant contribution by the student through analysis and personal reflection. Students must clearly identify which parts were generated using this technology, specify the tools used, and include a critical reflection on how these tools influenced both the process and the final outcome of the activity. A lack of transparency regarding the use of AI will be considered a breach of academic integrity and may result in a penalty to the grade awarded for the activity or, in serious cases, more severe sanctions.

Note: 15 minutes of one class session will be reserved, within the schedule established by the centre or degree programme, for students to complete the surveys evaluating teaching performance and the course or module.

Bibliography

- Diakopoulos, N. (2019). *Automating the news: How algorithms are rewriting the media*. Harvard University Press
- Nielsen, R. K., & Ganter, S. A. (2022). *The power of platforms: Shaping media and society*. Oxford University Press. <https://doi.org/10.1093/oso/9780190908850.001.0001>
- Petre, C. (2021). *All the news that's fit to click: How metrics are transforming the work of journalists*. Princeton University Press.
- van Dijck, J., Poell, T., & de Waal, M. (2018). *The platform society: Public values in a connective world*.

Oxford University Press.

- Gorostiza, Iñaki (2020). *Data Analytics. Mide y Vencerás*. Madrid: Anaya Multimedia.
- García-Avilés, José Alberto (2025). *Águilas y Colibríes. Periodistas Innovadores en Europa*. Playhacks.
- Sánchez, Samila; Rubio, Fernando (2023). *Estrategias de Copy + Neuromarketing y SEO. Persuasión, posicionamiento y conversión*. Madrid: Anaya Multimedia.

NOTE: Throughout the course, articles or texts from different weblogs or websites that may be of interest may be recommended.

Software

- Web analytics and audience measurement tools
- Search engine optimisation (SEO) and trend analysis tools
- Social media management and analytics platforms
- Data visualisation and analysis tools
- Generative artificial intelligence tools applied to digital strategy and content

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