# COURSE SYLLABUS

## Academic Year: 2020/2021

| Identification and characteristics of the course | | | |
|---|---|---|---|
| Code | 500363 | ECTS Credits | 6 |
| Course title (English) | Audiovisual Communications and Digital Advertising | | |
| Course title (Spanish) | Comunicación Audiovisual y Publicitaria Digital | | |
| Degree programs | Audiovisual Communications and Information and documentation | | |
| Faculty/School | Faculty of Documentation and Communication Sciences | | |
| Semester | 2 | Course type (compulsory/optional) | Compulsory |
| Module | Theory and Practice of audiovisual media | | |
| Subject matter | Audiovisual content | | |
| Lecturer/s | | | |
| Name | Room | E-mail | Web page |
| María García García | 1.11 | mgargar@unex.es | |
| Subject Area | Audiovisual communication and advertising | | |
| Department | Information and communication | | |
| Coordinator (Only if there is more than one lecturer) | | | |

| Competencies* |
|---|
| CB2 - Students know how to apply their knowledge to their work or vocation in a professional way and possess the competencies that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study. |
| CB3 - Students have the ability to collect and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues. |
| CB4 - Students can transmit information, ideas, problems and solutions to both a specialized and non-specialized audience. |
| CB5 - Students have developed those learning skills necessary to undertake further studies with a high degree of autonomy. |
| CG1 - Promote critical, analytical and reflective capacity in relation to the audiovisual event, with technical and aesthetic knowledge of the forms, processes and trends of visual communication in our environment |

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\* The sections concerning competencies, course outline, teaching activities, teaching methodology, learning outcomes and assessment methods must conform to those included in the ANECA verified document of the degree program.

CG3 - Provide an exhaustive knowledge of the techniques and processes of audiovisual creation and diffusion in its various phases, as well as the interrelationships between the subjects of audiovisual communication: authors, institutions, companies, media, supports and receivers. This training will enable you to make creative and professional decisions in the field of communication and the management of technological and human resources in companies in the sector.

CG5 - Acquire the necessary skills to work in companies associated with the audiovisual industry and in organizations that demand communication services, plans and strategies

CT5 - Having the ability to generate a solidarity consciousness: ability to generate forms of behavior that go through solidarity respect for the different people and peoples of the planet, equal opportunities and universal accessibility for people with disabilities, the values of a culture of peace, democratic principles and respect for human rights.

CT7 - Have the ability to adequately present the results of work and research, orally or with the help of the media in accordance with the canons of the communication disciplines.

CT11 - Have the ability to work as a team and communicate your own ideas, as well as the ability to integrate into a common project aimed at obtaining results.

CT15 - Have the ability to establish order and method: ability to organize and time tasks, making priority decisions in different communication processes and strategies.

CT16 - Have the ability to transmit information, ideas, problems and solutions to both a specialized and non-specialized audience.

CE1 - Have the capacity and ability to plan and manage resources.

CE6 - Have the ability to apply techniques and processes in the organization and creation of multimedia products

CE8 - Have the ability to fluently write texts, charts or scripts

CE9 - Have the ability to analyze audiovisual stories

CE16 - Have the ability to carry out the technical arrangement of sound and visual materials according to an idea

CE19 - Have the ability to plan communication strategies at the service of the interests of companies, institutions and the media

CE27 - Know, identify and apply resources, elements, methods and procedures of the construction and analysis processes of both linear and non-linear audiovisual stories, including the design, establishment and development of strategies, as well as the applications of communication policies persuasive in audiovisual markets

CE32 - Have the ability to collect and interpret relevant data within the area of study of audiovisual communication, to make judgments that include reflection on relevant issues of a social, scientific or ethical nature

**INDO**

CT1 - Capacity for analysis and synthesis applied to the management and organization of information.

CT5 - Ability to organize and plan your own work.

CT6 - Ability to work as a team and to integrate into multidisciplinary teams.

CT8 - Critical reasoning in the analysis and evaluation of alternatives.

CT10 - Ability for autonomous learning.

CT11 - Ability to adapt to changes in the environment.

CT12 - Ability to undertake improvements and propose innovations.

CT13 - Management and leadership skills.

CT14 - Ability to generate a solidarity consciousness: ability to generate forms of behavior that go through solidarity respect for the different people and peoples of the

planet, equal opportunities and universal accessibility for people with disabilities, the values of a culture of peace, democratic principles and respect for human rights.

## Contents

### Course outline*

Audiovisual communication concept in the digital environment and product typology. Advertising concept in the digital environment and typology of advertising creations. Characteristics of Digital and interactive audiovisual products. Characteristics of digital and interactive advertising. Development of audiovisual and advertising products for the Internet.

### Course contents

**BLOCK 1: DIGITAL COMMUNICATION**
Unit 1: Introduction to digital communication.
Origins of interactive advertising
The social web
Interactive and connected audience
Owned media
Paid media
Earned media

Unit 2: Key concepts in a digital communication plan
Research in the digital environment
Main objectives of an online communication campaign
Strategies
KPIs
Metrics of a digital communication campaign

**BLOCK 2: OWNED MEDIA**
Unit 3: The web
Corporate web
Landing pages
Blogs
Some usability

Unit 4: The content
Inbound marketing
Transmedia
Story telling
Brand content
Write for the web

Unit 5: SEO
Organic and paid search engine positioning
SEO on Facebook and social networks
ASO

Unit 6: Social media
Main platforms
Management and monitoring of social media

**BLOCK 3: PAID MEDIA**

Unit 7: Paid media

      Main objectives in an online advertising campaign

      Advertising contracting models

      SEM

      Digital media advertising

The practical activity will consist of the elaboration of activities typical of a digital communication plan.

| Educational activities * | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Student workload (hours per lesson)** | | **Lectures** | **Practical sessions** | | | | **Monitoring activity** | **Homework** |
| **Lesson** | **Total** | **L** | **HI** | **LAB** | **COM** | **SEM** | **SGT** | **PS** |
| 1 | 15 | 5 | | | 4 | | 0.2 | 26 |
| 2 | 97 | 26 | | | 5 | | 0.4 | 26,25 |
| 3 | 20 | 7 | | | 5 | | 0.4 | 26,25 |
| **Assessment** ** | 18 | 2 | | | 1 | | 0.5 | 15 |
| **TOTAL ECTS** | 150 | 40 | | | 15 | | 1,5 | 93,5 |

L: Lectures (100 students)
HI: Hospital internships (7 students)
LAB: Lab sessions or field practice (15 students)
COM: Computer room or language laboratory practice (30 students)
SEM: Problem-solving classes, seminars or case studies (40 students)
SGT: Scheduled group tutorials (educational monitoring, ECTS type tutorials)
PS: Personal study, individual or group work and reading of bibliography

| Teaching Methodology* |
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Participatory Master Lesson
Explanation and discussion of the contents
Presentation of materials to support the teaching-learning process
Learning workshops
Laboratory practices
Group work
Small group meetings
Individual meetings
Individual study of the student
Problem solving and cases through reflection and analysis

| Learning outcomes * |
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Know the possibilities offered by the new digital interactive audiovisual tools for commercial and institutional communication.

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**      Insert as many rows as necessary. For instance, you can include one row for a partial exam and another for the final exam.

Provide students with the theoretical and practical knowledge essential to understand the use of digital tools in general, and particularly Web 2.0, for the purposes of advertising communication.

## Assessment methods *

CONTINUOUS ASSESSMENT
The evaluation of theoretical contents computes 40% of the final grade. It will consist of a theoretical exam where each student will capture the knowledge acquired.
The practical application of knowledge and skills computes 60% of the final grade (continuous assessment). To pass the course, it will be essential to have passed both parts.
Mandatory readings and views will be established, whose knowledge will be subject to corresponding evaluation.
To favor continuous assessment, the teacher will indicate specific individual exercises that will be graded before the exam and that, if they are adequate to the objectives and offer valid results or conclusions, may contribute to a moderate improvement in the final grade for the course.

STUDENTS WITHOUT CONTINUOUS EVALUATION:
"In the calls there will be an alternative final test of a global nature, so that the passing of it means passing the course"
For those students who, due to personal or professional reasons, cannot attend classes regularly, they justify it properly and with the teacher's authorization, a particular evaluation system will be arbitrated.
To pass the subject in this modality, it is essential to pass the final exam consisting of questions to be developed and may include a practical exercise.

*Warning about plagiarism.*
The reproduction of paragraphs from audit texts other than that of the student (Internet, books, articles, colleagues' work ...) will be considered plagiarism, when the original source from which they come is not cited. If this type of practice is detected, the sanction will consist of the failure of the subject in the corresponding call.

## Bibliography (basic and complementary)

**Basic**

Cavaller, V., Sánchez, S., Codina, L. (2014). Estrategias y gestión de la comunicación online y offline. Barcelona: Editorial UOC.

Del Fresno, M., Marqués, P. (2014). Conectados por redes sociales: Introducción al análisis de redes sociales y casos prácticos. Barcelona: Editorial UOC.

Nuñez, V. (2013). Marketing de contenidos para triunfar en Internet. E-book: http://vilmanunez.com/2013/12/11/e-book-marketing-de-contenidos-para-triunfar-en-internet/

Rojas, P.; Redondo, M. (2014). Cómo preparar un plan de social media marketing, Barcelona, Gestión 2000.

Sanjuán, A.; Quintas, N.; Martínez, S. (2014) Tabvertising: Formatos y estrategias publicitarias en tableta. Barcelona: Editorial UOC

**Complementary**

Del Santo, O. (2011) Reputación online para todos. 10 lecciones desde la trinchera sobre tu activo más importante. En línea http://www.oscardelsanto.com/reputacion-online-para-tods/

Del Santo, O. y Álvarez, D. (2012): Marketing de atracción 2.0. Cómo conseguir tus objetivos online con el mínimo presupuesto. http://www.bubok.es/libros/211428/Marketing-de-Atraccion-20

De Salas Nestares, Ma Isabel (1999) La comunicación publicitaria Interactiva en Internet. Fundación Universitaria San Pablo CEU, Valencia.

Elosegui, E y Muñoz, G. (2015). Marketing Analytics. Cómo definir y medir una estrategia online. Madrid: Ediciones Anaya Multimedia

Fernández Quijada, D.; Ramos, M. (2014): Tecnologías de la persuasión. Uso de las TIC en publicidad y relaciones públicas, Barcelona, Editorial UOC.

Gómez Vieites, A. y Voloso. Espiñeira, M. (2002): Marketing en internet y en los medios digitales interactivos, Santiago de Compostela: Ediciones Torculo.

Guiu, D. (2013). Marketing de contenidos. En línea http://www.socialetic.com/cms/wp-content/uploads/2013/10/Marketing-de-Contenidos-2013.pdf

Maciá Domene, Fernando y Gosende Grela, Javier. *Marketing online. Estrategias para ganar clientes en internet*. Ediciones Anaya Multimedia

Merodio, J. (2010): Marketing en redes sociales. Mensajes de empresa para gente selectiva. En línea http://www.juanmerodio.com/2010/nuevo-libro-marketing-en-redes-sociales-mensajes-de-empresa-para-gente-selectiva/

Rojas, P. Redondo, M. (2013). Cómo preparar un Plan de Social Media Marketing. En un mundo que ya es 2.0.Ed. Gestión 2000.

Rodríguez Ardura, I. (2002): Marketing.com: marketing y comercio electrónico en la sociedad de la Información, Madrid, Pirámide.

Sanagustín, E. (2013). Marketing de contenidos. Ed. Anaya multimedia.

Sánchez Revilla, M.A. (2002): Glosario de internet, marketing y publicidad, Madrid: Infoadex.

Sarmiento, J.R. (2015). Marketing de relaciones: Aproximación a las relaciones virtuales. Dykinson

**Otros recursos**

Manifiesto Cluetrain: http://www.cluetrain.com/

Interactive Advertising Bureau IAB. Libros Blancos http://www.iabspain.net/librosblancos (PDF de acceso gratuito)

Varios Autores Claves del Nuevo Marketing (eBook de acceso gratuito). Ed. Bubok Publishing, 2009. http://www.clavesdelnuevomarketing.com

ANETCOM Estrategias de marketing digital para pymes. (PDF de acceso gratuito).

Enrique Dans Todo va a cambiar (Versión Social)

Juan Freire y Antoni Gutiérrez Rubí 32 Tendencias de cambio 2010-2020 (ebook), 2010

Asociación Española de la Economía Digital (adigital). Libro blanco del comercio digital. 2011 (PDF de acceso gratuito).

Documental "The naked Brand"

www.marketingdirecto.com

| Other resources and complementary materials |
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The course has a classroom on the Virtual Campus of the University of Extremadura where the main digital resources (topics, presentations, questionnaires, case studies, etc.) are included for the correct monitoring of the same