COURSE SYLLABUS

Academic Year: 2021/2022

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	1.10	mgargar@unex.es	
Subject Area	Audiovisual communication and advertising		
Department	Information and communication		
Coordinator (Only if there is more than one lecturer)	María García García		

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
CG3 - Provide an exhaustive knowledge of the techniques and processes of

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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
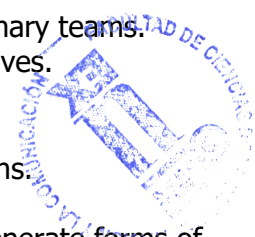
values of a culture of peace, democratic principles and respect for human rights.

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: The social web.
      Interactive and connected audience.
      The social web: definition and characteristics
      The interactive and connected audience
      Prosumers, consumers and influencers

Unit 3: 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 4: The web
      Corporate web
      Blogs
      Some usability

Unit 5: The content
      Inbound marketing
      Transmedia
      Storytelling and branded content

Unit 6: SEO
      Organic and paid search engine positioning
      SEO on page
      SEO off page
      Social Media SEO
      ASO

Unit 7: Social media
        Main platforms
        Management and monitoring of social media

BLOCK 3: PAID MEDIA
Unit 8: 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*

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 *

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

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

The deadlines for choosing one modality or another of evaluation will be adapted to what is indicated in the current regulations. In the absence of an express request by the student, the assigned modality will be continuous evaluation.

CONTINUOUS ASSESSMENT:
In accordance with current regulations, this evaluation also includes a final test, a set of evaluation activities that are conditional on the official examination date for each call. In this way, continuous evaluation is configured as detailed below:
- The theoretical content evaluation computes 40% of the final grade. It will consist of a theoretical exam where each student will reflect the acquired knowledge.
- 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.

The practices of the subject must be delivered within the term and in the manner indicated by the teacher, and they are not recoverable. Likewise, the works carried out in the context of continuous group evaluation must meet the requirements given for their delivery.
In the extraordinary call, 10% of the practical activities of continuous assessment will be recoverable through an activity that will be carried out or delivered on the same day of the exam.
Mandatory readings and viewings will be established, whose knowledge will be subject to corresponding evaluation

OVERALL EVALUATION:
Students who are in this situation must notify the teacher at the beginning of the semester, respecting the deadlines indicated in current regulations. To pass the course in this modality it is essential:
-Approve the final exam consisting of questions to be developed and may include a practical exercise.

Plagiarism warning.
The reproduction of paragraphs from texts of authorship different from that of the student (Internet, books, articles, work of colleagues ...) 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 suspending 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

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