MEDIA AND ADVERTISING MATERIAL RESEARCH AND PLANNING

COURSE: THIRD
TERM: none
TYPE: OPTIONAL
CREDITS: 6
LANGUAGE: ENGLISH

OBJECTIVES:

This subject will allow the student to gather the necessary knowledge to successfully manage the planning process of advertising media.

In order to achieve an optimal communication and impact on the target (based on the target of any campaign of Advertisement, Marketing and Public Relations) it is necessary to know and evaluate the main existing media and advertising supports, with their characteristics, audiences and purchasing process. In media planning it is key to know the audience research methods, as well as the analysis and selection of the best supports, also the power of negotiating and purchasing spaces. At last, it is important to know and use the measuring tools for audience interpretation and effectiveness of those means.

The objective is to give the student the capacity to perform an optimal and accurate media plan to present it to the client.

COMPETENCES:

GENERAL

CB3 - Students can collect and interpret relevant data (appropriate to their discipline) in order to critically evaluate arguments and evidence, including a reflection on social, scientific and ethical aspects.
CG1 - Students gain linguistic skills and can express themselves accurately and effectively in different oral and written communication situations, in languages typical of their community and in English.
CG4 - Designing and developing new ideas and projects related to innovative concepts and methodologies.

SPECIFICS

CE2 - Designing, plan and manage corporate identities and graphics and visual elements that are to be applied in campaigns study marketing and advertising.

LEARNING OUTCOMES

R1 Planning and developing the analysis and audience research.
R2 Evaluating the effectiveness of media planning.
R3 Analyzing and selecting media and supports baes on the adequate application of planning techniques.
R4 Using the measuring tools to interpret and forecast the efficacy of media plan concerning the consumer role, more nuclear day by day.

SYLLABUS

1. Social reality investigation: scientific method applied to investigation in communication
   Investigator’s possibility to know the social reality
   Social scientists and communicators: question of method in media communication
   Elements for constructing scientific knowledge
   Qualitative and quantitative techniques
   Planning the investigation in communication: phases of the process

2. Applying statistic methods to broadcasting media investigation
   Applied statistic
   Types of variables and measuring levels
   Descriptive statistic: data distributions, central trend measurements and dispersion measures
   Normal distribution curve
   Inferential statistic: parametric and non-parametric statistics
3: Designing the investigation through survey
Origins of opinion polls
Methodological aspects of surveys
Determining the sample
Sampling methods
Questionnaire

4. Quantitative analysis of media
Historical perspective of content analysis in communication
Definition and characteristics of this technique
Initial considerations and categories
Methodological decisions and statistic treatment of data

5. Experimental investigation in social sciences
Nature and characteristics of experimental investigation
Views over social sciences experimentation
Methodological aspect of social experimentation
Experimental designs in mass communication

6. Discussion group and its applications in the investigation of mass communication
Techniques of groups
Typology of discussion groups
Systematic of discussion groups

7. Interview in depth, systematic and participative observation in the analysis of communicational phenomena
Interview modalities
Phases of the interview in depth
Observation in social sciences
Systematic direct observation
Participative observation
EVALUATION SYSTEM

There will be two exams weighting 50% of the total grade, the remaining 50% will be obtained from three activities, class participation, the debate of the conclusions of the individual activities and the oral presentation of the group Project

METHODOLOGY:

The subject is classroom-based and combines theoretical knowledge with its practical implementation. Through classroom sessions, the teacher will expose contents of the program using different learning methodologies, besides making group activities in which acquired knowledge will be put into practice. Furthermore, the students must do individual activities during the hours of personal work.

Additionally, during the hours of personal work, the students will make a final project by groups with their respective oral presentations at the end of the academic period. They will have hours of tutoring with the teacher with the purpose of supervising and guiding the development of the project.

Finally, we recommend to the students that they use some hours of personal work to this subject every week in order to consolidate the acquired knowledge of each topic. This personal work will consist of making a review of theoretical aspects given in class and complement them with the basic bibliography.

REFERENCE BOOK:

*Investigar en comunicación.*
BERGANZA CONDE, Mª Rosa y RUIZ SAN ROMÁN, J. A.