

## **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:**

#### **GENERALS**

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, M<sup>a</sup> Rosa y

RUIZ SAN ROMÁN, J. A.

McGraw Hill. Madrid. 2010.

ISBN: 978-84-481-9825-5.

