

COMMUNICATION IN DIGITAL MEDIA

COURSE: THIRD

SEMESTER: FIRST

TYPE: OPTIONAL

CREDITS: 6

LANGUAGE: ENGLISH

PROFESSOR: [DRA. RAQUEL CRISÓSTOMO](#)

OBJECTIVES:

The main objective of the subject *Communication in Digital Media* is to deepen in the digital communication context and the new scenarios that are expected. There will be considered the scenarios and abilities of the professional in communication inside the digital ambit, as well as the differentiating characteristics of the online customer. This subject proposes to deepen in the specific competences for the creation and potentiation of digital participation dynamics, through the main keys of multimedia communication, especially in the principal trends in content creation in the emerging possibilities concerning marketing, advertisement and public relations.

COMPETENCES:

BASIC

- Learning to apply their knowledge to their works or vocations in a professional way and possessing the skills that usually are

demonstrated through elaboration and defending of the arguments and resolution of problems inside of their area of study.

- Capacity of transmitting information, ideas, problems and solutions to a specialized or not specialized public.

GENERALS

- Developing of linguistic skills, learning to express adequately and convincingly in different situations of oral and written communication in English and the language of the community.
- Using the new tools of information and communication to express and communicate in different technological ambits with specific programs.

LEARNING OUTCOMES:

The students will be able to:

- Analyze the main digital advertising formats in online media and evaluate their suitability to different campaigns.
- Analyze the potentialities and limitations of new advertising formats such as *advergaming*
- Elaborate a viral marketing campaign through Internet
- Apply the principles of community management
- Understand and apply their knowledge and skills for troubleshooting situations in complex or specialized professional work environments, by means of own reasoning and procedures which require creative and innovative ideas

- Communicate in a concrete and clear way knowledge, methodology, ideas, problems and solutions related to the field of study to any type of audiences (specialized or not).

CONTENT:

1. Digital environment: *new media*

- The context and new scenarios.
- Differential characteristics of online consumer: *prosumers*

2. Digital ID and networking

- Fundamentals and strategies

3. Digital communities

- Online community management
- Social media marketing

4. Classic digital marketing and new potentialities

- Content marketing
- UGC marketing
- Transmedia marketing
- Advergaming

5. Digital communication strategies

- Formats y approaches to main study cases

EVALUATION SYSTEM:

There will be two partial, written and individual exams, covering **non-cumulative content**, each one weighting 25% of the final grade; the remaining 50% will be obtained by a group work, the follow-up of individual exercises and an oral presentation of the group work.

The only items that are possible to be recovered in the week of recovery are both exams. It is required to obtain a grade of 5 or more in these exams in order to make average with the rest of evaluation activities. It is mandatory to assist to both exams, to hand in the group work and to make the presentation in order to make the average. The teacher will consider the progression and continuous evaluation of the student. If the student passes successfully the practical part of the continued evaluation but he or she has failed one or the two-midterm exams, the student will have the chance to recover the exams in the complementary period, in order to improve the marks. If the student fails any of the midterms, he or she only will obtain as maximum a 50/100 at the recovery of that midterm.

If the student has passed the midterms but wants to improve the grades of them, he or she can retake the midterms during the complementary period, but that will be the final grade from that exam that he or she will obtain, but never less than a 50/100.

Only uploaded exercises at the specific dateline will be graded. If the activity is not at the moodle platform by the stablished time, the professor will grade the activity directly with a zero.

The date of the recoveries will be:

- 3RPA: January 31th at regular time of class.
- 3RPB: January 30th at regular time of class.

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.

1. Oral presentations (group activity):

Oral presentations will be done at the specific day detailed by the professor in the schedule. Oral presentations to explain the final project must be done in the same groups of work. If a member is missing that day, **this means a zero grade for that member. If the absence is justified, the student will get the same grade that the rest of his/her partners.** But in any case the participation can be recovered another day. Presentation time will be 15 minutes as maximum. Any presentation format can be used (powerpoint, prezi, etc.) and creativity will be very welcomed. The presentation material has to be uploaded the day before the beginning of the presentations at the moodle platform by all the students of the group. **If the presentation material is not uploaded to the platform, the professor will grade the activity directly with a zero in the specific case of the student that didn't upload the content.** Oral presentations will be on:

- 3ºRPA: January 10th and January 15th
- 3ºRPB: January 9th and January 14th

Oral presentations will be uploaded by:

- 3ºRPA: January 8th, 11:59pm.
- 3ºRPB: January 8th, 11:59pm.

Here's the rubric for the oral presentations:

Name: _____ Score: _____

Oral Presentation Rubric

	4—Excellent	3—Good	2—Fair	1—Needs Improvement
Delivery	<ul style="list-style-type: none"> • Holds attention of entire audience with the use of direct eye contact, seldom looking at notes • Speaks with fluctuation in volume and inflection to maintain audience interest and emphasize key points 	<ul style="list-style-type: none"> • Consistent use of direct eye contact with audience, but still returns to notes • Speaks with satisfactory variation of volume and inflection 	<ul style="list-style-type: none"> • Displays minimal eye contact with audience, while reading mostly from the notes • Speaks in uneven volume with little or no inflection 	<ul style="list-style-type: none"> • Holds no eye contact with audience, as entire report is read from notes • Speaks in low volume and/or monotonous tone, which causes audience to disengage
Content/ Organization	<ul style="list-style-type: none"> • Demonstrates full knowledge by answering all class questions with explanations and elaboration • Provides clear purpose and subject; pertinent examples, facts, and/or statistics; supports conclusions/ideas with evidence 	<ul style="list-style-type: none"> • Is at ease with expected answers to all questions, without elaboration • Has somewhat clear purpose and subject; some examples, facts, and/or statistics that support the subject; includes some data or evidence that supports conclusions 	<ul style="list-style-type: none"> • Is uncomfortable with information and is able to answer only rudimentary questions • Attempts to define purpose and subject; provides weak examples, facts, and/or statistics, which do not adequately support the subject; includes very thin data or evidence 	<ul style="list-style-type: none"> • Does not have grasp of information and cannot answer questions about subject • Does not clearly define subject and purpose; provides weak or no support of subject; gives insufficient support for ideas or conclusions
Enthusiasm/ Audience Awareness	<ul style="list-style-type: none"> • Demonstrates strong enthusiasm about topic during entire presentation • Significantly increases audience understanding and knowledge of topic; convinces an audience to recognize the validity and importance of the subject 	<ul style="list-style-type: none"> • Shows some enthusiastic feelings about topic • Raises audience understanding and awareness of most points 	<ul style="list-style-type: none"> • Shows little or mixed feelings about the topic being presented • Raises audience understanding and knowledge of some points 	<ul style="list-style-type: none"> • Shows no interest in topic presented • Fails to increase audience understanding of knowledge of topic
Comments				

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no a specific extension required. Mandatory parts of this work will be (there can be other extra points that the student consider necessary):

- Introduction to the product(s)/brand/and business area
- Description of the objectives (the main problem to solve, the main idea that it has to be communicated, etc.)
- The actions: Content marketing, UGC, transmedia storytelling and advergaming.

- Conclusions.

For more support, a template will be provided at class.

The dateline will be on:

- 3ºRPA: December 20th, 11:59 pm
- 3ºRPB: December 20th, 11:59 pm

There will be two coaching sessions about this work:

- 3ºRPA: October 25th and December 4th
- 3ºRPB: October 24th and December 5th

3. Midterm exam (individual activity):

Short questions and long questions about the first part of the course. The exam will be on:

- 3ºRPA: November 8^h
- 3ºRPB: November 7th

The review for the exam will be on:

- 3ºRPB: November 5th
- 3ºRPA: November 6th

The midterm is composed by:

- 1st part: a test of 15 questions (multiple-choice and true or false type) (maximum punctuation: 3 points).
- 2nd part: 10 short questions (maximum punctuation: 3 points).

- 3th part: Analysis question: you can choose between two topics to explain one of them (maximum punctuation: 4 points).

4. Final exam (individual activity): Short questions and long questions about the second part of the course. The exam will be on:

- 3ºRPA: January 17th
- 3ºRPB: January 16th

The review for the exam will be on:

- 3ºRPA: January 8th
- 3ºRPB: December 19th

The exam is composed by:

- 1st part: a test of 15 questions (multiple-choice and true or false type) (maximum punctuation: 3 points).
- 2nd part: 10 short questions (maximum punctuation: 3 points).
- 3th part: Analysis question: you can choose between two topics to explain one of them (maximum punctuation: 4 points).

5. Follow-up of the activities (individual/group activity):

The participation is required in all classes. Different activities will be done in class, but in order to evaluate the participation, the student has to complete 5 specific evaluable exercises on moodle platform (each one a 2% of the final grade). These exercises can be related or not to the final work, to the individual

activity and or to the theoretical content of the subject. These exercises also will be part of the discussion in class, so also can be material for the exam. Late exercises will not be admitted. Exercises must be uploaded to the platform. There are two exercises for extra credits that will help to improve your final average or also increase your possibilities in the case of a grade with honors.

6. Individual activity:

The objective of the individual activity is to analyze the case of digital strategy based on transmedia / prosumers / content marketing / UGC / advergaming and propose 2 initiatives for improving it. Delivery of the individual activity will be on:

- 3ºRPA: December 13th
- 3ºRPB: December 12th

The individual activity will be graded in two parts: the content, by itself, and the individual presentation. These individual oral presentations will be done **in 5 minutes**. If the student is missing that day, this means a zero grade. If the absence is justified can be recovered another day. The time extension of the presentation will be penalized. Any presentation material can be used (powerpoint, prezi, etc.). **The content of these presentations can be at the exam.**

Activity	Percentage weights	Competences and learning results	Conditions	Dedication
Midterm 1	25%	CB2+R4	Can be recovered at the complementary period if the student has done the correct following of the rest of the activities. If the student has not delivered the rest of the activities, doesn't have option to recover this midterm.	20 h. of study
Midterm 2	25%	CB2+R4	Can be recovered at the complementary period if the student has done the correct following of the rest of the activities. If the student has not delivered the rest of the activities, doesn't have option to recover this midterm.	20 h. of study
Follow-up of the activities	10%	Activity 1: R5+CG8 Activity 2: R1+CB4+CE2 Activity 3: R4+CB4 Activity 4: R3+CE2 Activity 5: R2+CE2	Individual or groupal depending of the activity. There will be 5 activities of a 2% each one. Any activity uploaded out of the dateline, won't be accepted and can't be recovered.	25 h.
Group work	20%	R5+CB2+CB4+CG1	Only will be graded if the material presentation is uploaded in the dateline. This activity can't be recovered.	30 h.
Oral presentation of group work	10%	R5+CB2+CB4+CG1	Only will be graded if the material presentation is uploaded in the dateline. This activity can't be recovered.	
Individual activity	10%	CB2+CB4+CG1	Divided in two parts: the activity (5%) and its oral presentation in 5 minutes (5%). This activity can't be recovered.	10h.
Class hours: 60h.				
Total time of dedication to the subject: 165 h.				

COMPLEMENTARY BIBLIOGRAPHY

- [Crestodina, Andy \(2014\) Content Chemistry. An Illustrated Handbook for Content Marketing. IPG \(Independent Publishers Group\)](#)

- [Flores, Laurent \(2013\) *How to Measure Digital Marketing. Metrics for Assessing Impact and Designing Success.* Palgrave Macmillan](#)
- [Kingsnorth, Simon \(2016\) *Digital Marketing Strategy. An Integrated Approach to Online Marketing.* London: Kogan Page](#)
- [Phillips, Andrea \(2012\) *A Creator's Guide to Transmedia Storytelling: How to Captivate and Engage Audiences across Multiple Platforms.* McGraw-Hill Education](#)
- [Ryan, Damian \(2014\) *Understanding Digital Marketing. Marketing Strategies for Engaging the Digital Generation.* London: Kogan Page](#)