

MEDIA AND ADVERTISING MATERIAL RESEARCH AND PLANNING**COURSE:** THIRD**TERM:** NONE**TYPE:** OPTIONAL**CREDITS:** 6**LANGUAGE:** ENGLISH**DOCENTE:** [DRA. RAQUEL CRISÓSTOMO](#)**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. Introduction to media planning: 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

Media terminology

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

Media plan development.

Origins of opinion polls

Methodological aspects of surveys

Determining the sample

Sampling methods

Questionnaire

4. Media buying and 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

GRADING:

There will be two individual midterms that will have a value each one of 25% of the final mark; 50% remaining grade will be on the work in group; the follow-up of the exercises and of the student; the oral exhibition of the work in group; and an individual activity. The only that can be recovered in the period of complementary exams are the two midterms. These two midterms are not accumulative. The grade of the midterms must be a five out of ten or more in order to do calculate the average with the rest of activities of evaluation. It is indispensable to assist to the two midterms, deliver the work in group and make the presentation. The professor will have in mind the progression and continuous evaluation of the student. The day and hour for the complementary period will be on:

3RPA: 3th June

3RPB: 4th June.

Activity	Evaluation Percentages	Competences and learning results	Constraints	Dedication
Midterm 1	25	CB3+CG1	In case of failure needs to be recovered on complementary period	10h
Midterm 2	25	CB3+CG1	In case of failure needs to be recovered on complementary period	10h
Continuated register of the classroom activities	10	CB3+CB3+CG1 R1+R2	Mandatory delivering at the specified dateline	24h
Final Project in group	20	R3+R4+CG4+CE2	Mandatory delivering at the specified dateline	4h
Oral exposition of the final Project in group	10	R4+R1	Mandatory delivering at the specified dateline	10h
Evaluable individual activity	10	R1+CG1	Mandatory delivering at the specified dateline	2h
Classroom time				60h.
Total time of global dedication				165h.

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.

The teaching staff will consider the development and progress of each student individually.

Any student who does not sit an exam and he does not justify his absence on grounds of force majeure, either to Coordination or Academic Tutoring, will lose this opportunity. He will be able to do it in the complementary period, but only in case he meets the requirements for it. If the student has provided a certificate of absence due to a case of force majeure, he will sit the exam on the complementary date and he will still keep another examination sitting. In case, he would not pass the exam on the complementary date, he will have another opportunity before the last day to record grades.

Any student who does not make an oral presentation and he does not justify to the teacher that it has been a case of force majeure, will lose the chance to do it another day.

Likewise, any student who does not deliver an activity on deadline and he does not justify to the teacher that it has been due to force majeure, he will miss the opportunity.

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. Any presentation material (powerpoint, prezi, etc.) needs to be uploaded on May 9th before midnight to the moodle platform. Oral presentations will be on:

3RPA: May 13th and 15th

3RPB: May 9th and 14th.

2. Final work (group activity): The students will be required to develop an media plannification applied to the promotion of a product or a brand. There's no a specific extension required. Mandatory parts of this work will be the application of each one of the tools learned during the subject (there can be other extra points that the student consider necessary). The dateline will be on May 2th by midnight.

3. Midterm exam (individual activity):

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

3RPA: March 27th

3RPB: March 28th.

Review for the exam will be done on previous session. 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:

3RPA: May 22th.

3RPB: May 21th.

Review for the exam will be done on previous session. 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 at the dateline.

6. Individual activity:

The objective will be explained during the course of the subject.

Delivery of the individual activity will be on April 12th. The presentations will be on:

3RPA: April 24th and 29th

3RPB: April 23th and 25th

BIBLIOGRAPHY

Napoletano, E. (2012), [*The Power of Unpopular: A Guide to Building Your Brand for the Audience Who Will Love You \(and Why No One Else Matters\)*](#), Wiley.

Rand, P. M. (2013), [*Highly Recommended: Harnessing the Power of Word of Mouth and Social Media to Build Your Brand and Your Business. Harnessing the Power of Word of Mouth and Social Media to Build Your Brand and Your Business*](#), McGraw-Hill Education.

Shelton, R and Cave B. (2016) [*Mastering the New Media Landscape. Embrace the Micromedia Mindset*](#), Berrett-Koehler Publishers.