

MEDIA AND ADVERTISING MATERIAL RESEARCH AND PLANNING

COURSE: THIRD

TERM: SECOND

TYPE: OPTIONAL

CREDITS: 6

LANGUAGE: ENGLISH

PROFESSOR: 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:

BASIC

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.

GENERAL

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 bases 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. New types of advertising media: Microtargetting

- Classic types of advertising media and new types of advertising media
- Affinity targeting, Behavioural targeting, contextual targeting, Purchase-based category targeting
- Multivariate testing
- Proximity mkt: geotargetting, geofencing, beaconing
- Micromoments
- Imaginary audience / invisible audience & the problems of microtargetting

2. Planning the social media

- Social media manager vs Community manager
- The golden ratio & the 411 rule
- Staple content, permanent content & ephemeral content
- Microinfluencers
- The ideal frequency to post

3: Old Media but goldies

- Advertorials & Advertainments
- Podcasts
- Differences in media consumption according generations
- Video types and formats

4. Marketing in the age of Alexa

- Big data, structured data & unstructured data
- Chatbots & advertising
- Artificial intelligence on advertising & its ethical problems

5. Programmatic advertising

- Real time bidding
- Digital out of home
- The impact of wearable devices in advertising

Activity	Evaluation Percentages	Competences and learning results	Constraints	Dedication
Exam	40	CB3+CG1+CG4+R3	In case of failure needs to be recovered on complementary period. Indispensable activity for passing the subject.	15h
Class participation	10	CB3+CG1+R2+R4	Up to the student.	5h
Continued 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. Indispensable activity for passing the subject.	4h

Oral exposition of the final Project in group	10	R4+R1	Mandatory delivering at the specified Dateline. Indispensable activity for passing the subject.	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 in class 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 or she will be able to do it in the complementary period, but only in case he or she meets the requirements for it. If the student has provided a certificate of absence due to a case of force majeure, he or she will sit the exam on the complementary date and he will still keep another examination sitting. In case, he or she would not pass the exam on the complementary date, he or she will have another opportunity before the last day to record grades. Any student who does not make an oral presentation and he or she does not justify to the professor 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 professor that it has been due to force majeure, he or she will miss the opportunity. Any mandatory activity not delivered by the Moodle Platform means that the student won't be able to pass the subject, and neither go to complementary period, which will mean to enroll the subject again for the next year.

ATTENDANCE

The student who has not attended a minimum 80% of classes within a week before the exam (having submitted the supporting documents to his/her tutor), will be excluded from the ordinary examination. In this case, the student will have to attend the complementary exam, provided that he or she meets the requirements laid out in the study program.

Class participation (10%):

Students are expected to participate in class by asking questions that show their active engagement in class; students are expected to boost the class along with the professor; and by being able to comment on the readings, materials or exercises due for each session before to end the class at the Moodle platform. The level of engagement with the class materials, as evidenced in written works and class participation, will be a 10% of the final grade.

Oral presentations (group activity, 10%):

Oral presentations, with a weight of a 10% of the final grade, 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 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: May 17th & 19th

Final work (group activity, 20%): The students will be required to develop a media planification 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 April 28th by midnight.

The exam (40%):

There will be one exam (written, practical and individual) covering all the content of the subject, with a weight of a 40% of the final grade; the remaining 60% will be obtained by a group work, the follow-up of individual exercises and an oral presentation of the group work.

The only item that is possible to be recovered in the week of recovery is the exam. It is required to obtain a grade of 40 out of 100 or more in this exam in order to make average with the rest of evaluation activities. If the student doesn't achieve this grade has the chance to improve it at the complementary period (always that the other mandatory activities have been properly delivered). Once obtained this grade, the average with the rest of the activities can be done. It is mandatory to assist to this exam, to hand in the group work and to make the presentation in order to make the average. Spelling mistakes will subtract 0.1 points. If the student makes more than 20 mistakes, the professor will stop correcting.

Follow-up of the activities (individual/group activity, 10%):

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.

Continuous evaluation: The professor will consider the progression and continuous evaluation of the student. If the student passes successfully (with all the required mandatory activities completed and delivered by dateline at the Moodle platform) the practical part of the continued evaluation but he or she has failed the exam, the student will have the chance to recover it in the complementary period. **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.**

Individual activity:

The student will apply 5 of the learned techniques (of your choice) into a transmedia plan of a brand (already created, or a new one of yours), in a consisting and integrated way. Max extension of the oral expos: 5 minutes.

The objective: use different media in a consistent way, with a coherent integration of the transmedia particles according to the used media. Delivery of the individual activity will be on May 3rd.

Oral Presentations will be on May 3rd & 5th

Challenge:

There will be a group activity that allows the possibility of getting extra punctuation: 1 out of 10 points at the final grade of the subject. This will be on May 10th & it will be presented on May 12th.

BIBLIOGRAPHY

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[Mealha, M. C. \(2018\). Understanding the receptivity of users towards a marketing campaign on Tinder \(Doctoral dissertation\).](#)

[Rita, P., Ramos, R. F., Moro, S., Mealha, M., & Radu, L. \(2020\). Online dating apps as a marketing channel: a generational approach. *European Journal of Management and Business Economics*.](#)

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