

Teaching guide

IDENTIFICATION DETAILS

Degree:	Marketing		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Law, Business and Governance		
Course:	MEDIA PLAN DESIGN		
Type:	Compulsory	ECTS credits:	6
Year:	4	Code:	7620
Teaching period:	Eighth semester		
Area:	Operational Marketing		
Module:	Development and practical application of knowledge acquired		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

SUBJECT DESCRIPTION

La asignatura "Diseño de Planes de Medios" se integra dentro del Módulo "Marketing y Comercial" y dentro de la materia "Marketing Operativo", y tiene como finalidad básica dotar a los alumnos de los conocimientos básicos para, en su vida profesional como Directores de Marketing, estén capacitados para dirigir los trabajos de su Agencia de Medios y poder evaluar la corrección de las propuestas que estas le remitan.

Parte de la materia es la utilización del programas que se utilizan en el día a día por la agencias de medios de primer orden con la finalidad de saber realizar y evaluar un plan de medios. Aprenderemos a trabajar de una forma genérica las herramientas de mercado más utilizadas en las agencias de medios, sobre todo sabremos

interpretarlas para poder tener el control de estas en un futuro laboral.

SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

General Skills

Capacity for analytical, synthetic thought applied to business decision-making.

An ability to analyse, seek out and compare all types of information from a range of sources, although essentially linked to companies and markets.

Specific skills

To be able to manage quantitative and computer tools for decision-making applicable to marketing and for effective presentations.

To be able to put knowledge into practice.

To be able to develop an advertising strategy according to a company's products and services.

To be capable of assessing the impact of advertising messages through any media, applying the parameters for measurement used in the advertising sector.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours