

# Teaching guide

## IDENTIFICATION DETAILS

|                                      |  |               |      |
|--------------------------------------|--|---------------|------|
| Degree:                              | Journalism                               |               |      |
| Field of Knowledge:                  | Social and Legal Science                 |               |      |
| Faculty/School:                      | Communication Science                    |               |      |
| Course:                              | SOCIAL MEDIA MANAGEMENT                  |               |      |
| Type:                                | Optional                                 | ECTS credits: | 3    |
| Year:                                | 4  | Code:         | 3287 |
| Teaching period:                     | Seventh semester                         |               |      |
| Area:                                | Communication Techniques                 |               |      |
| Module:                              | Organisation and Production of Reporting |               |      |
| Teaching type:                       | Classroom-based                          |               |      |
| Language:                            | Spanish                                  |               |      |
| Total number of student study hours: | 75                                       |               |      |

## SUBJECT DESCRIPTION

En esta asignatura veremos cómo la gamificación puede ayudar la labor del periodista en diferentes aspectos:

1. Ayudar al lector a comprender y contextualizar la noticia.

2. Aumentar el número de lectores del medio.

3. Incrementar los suscriptores digitales, y analógicos en algunos casos, de los medios de comunicación.

Aplicando técnicas de juego a la labor del periodista podemos ayudar a difundir, comprender y globalizar nuestros mensajes. De la mano de las herramientas digitales podremos aplicar estas técnicas a medios con menos recursos.

## 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

To master technologies applied to the field of communication in general and journalism in particular.

### Specific skills

To be able to use and be familiar with the technologies and systems used to process, develop and convey information, and to express and disseminate creations through various multimedia formats; in particular, graphic design and infographics.

To master and develop the practice of journalism in multimedia environments and the Internet.

Que el estudiante sea capaz de identificar el objetivo y definir el o los objetivos a alcanzar con la estrategia de gamificación.

Que los estudiantes tengan un pensamiento de juego (game thinking) que les lleva a identificar sus necesidades y buscar soluciones a través de la gamificación.

Que los estudiantes sea capaces de diseñar y ejecutar una estrategia de gamificación para cumplir sus objetivos.

Que los estudiantes sean capaces de realizar un análisis de los resultados obtenidos y reajustar la estrategia según los mismos.

**DISTRIBUTION OF WORK TIME**

| CLASSROOM-BASED ACTIVITY | INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY |
|--------------------------|---|
| 30 hours                 | 45 hours                                    |