

IDENTIFICATION DETAILS

Degree:	Advertising		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	MEDIA STRATEGIES		
Type:	Compulsory	ECTS credits:	3
Year:	3	Code:	3366
Teaching period:	Sixth semester		
Area:	Advertising Media and Formats		
Module:	Design and Production of Advertising Messages (Tools)		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	75		

SUBJECT DESCRIPTION

Competencias básicas /generales/transversales:

Al final del curso habrán aprendido a:

- interpretar los problemas de marketing trasladados al entorno publicitario y en concreto a los medios.
- analizar adecuadamente las necesidades de comunicación, considerando el aspecto creativo para saber potenciarlo a través de la estrategia de medios.
- dominar el mundo de los medios de comunicación: sus características, sus valores y sus limitaciones para saberlos aprovechar o rechazar en cada circunstancia.

-desarrollar aquellas habilidades de aprendizaje necesarias para emprender estudios posteriores con un alto grado de autonomía

Competencias específicas:

Comprender y en la medida de lo posible poner en práctica la elaboración de planificación a lo largo de diferentes medios (televisión, medios impresos, radio, exterior, internet) atendiendo a criterios de análisis de consumo de medios en los targets, cobertura y rentabilidad.

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 gain a specific understanding of each of the subjects that make up the advertising syllabus.

Specific skills

To apply the principles of economic management and manage a budget effectively, with accountability and consistency, on behalf of the advertiser, in order to accomplish the communication objectives set.

To assess the suitability and appropriateness of the various media platforms as advertising communications formats, using data stemming from various media research sources.

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DISTRIBUTION OF WORK TIME

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