DIGITAL ADVERTISING AND SOCIAL MEDIA TEACHING GUIDE 2024-25

GENERAL DETAILS

Course Title:	Digital Advertising and Social Media
Code:	801437
Academic year:	2024-2025
Degree title:	Master's Degree in Marketing Technologies
Number of credits (ECTS):	8
Place in the scheme of studies:	2nd Semester
Date of last revision:	July 2024
Professor Responsible:	Prof. Jordi Sacristán Adrià

1. GENERAL DESCRIPTION

We live in a highly competitive world, where brands must attract attention in order to make sales. Advertising is one of the most important promotional channels available to marketers. In these changing environments, we must keep up to date with new digital tools, the evolution of our customers' needs, audiences, the best media to place our messages, etc.

In this course you will learn, from a practical and current point of view, the importance of creating a good advertising message (on and offline) and you will develop creative techniques to promote the contribution of ideas that allow the company to differentiate itself from the competition.

This course will also explore how to plan and implement advertising programmes through effective research, strategic planning, target audience segmentation, creative writing and design, and an understanding of media planning and buying. In a context where resources are scarce, strategic planning is an added value.

The theoretical course will start with the basics of advertising (on and offline), will work on the development of messages that are attractive to the audience and will analyse the different digital formats in which to place the message so that it has an effective impact on the chosen audience. In this sense, the main social networks and the increasingly important participation of influencers in the organisation's communication strategy will be analysed.

The subject will be approached from a double perspective, one theoretical, with the basic concepts of advertising, the generation of the advertising message and media planning, and the other, more practical. In the classroom you will work constantly, exploring new ways of transmitting ideas and responding to the needs of the client.

2. OBJECTIVES

At the end of the course, students will be able to:

- Understand how advertising fits into the integrated marketing and communication strategy.
- Understand and develop different advertising methods and techniques.
- Create a creative campaign in response to a professional briefing (based on a client's need).
- Communicate ideas and concepts about the social impact of advertising.
- Developing effective advertisements.
- Understand the production process in graphic and digital audiovisual media.
- Analyse the best social media mix to ensure the greatest effectiveness of your advertising campaign.
- Know the importance of influencer marketing to generate a greater connection between the consumer and the brand.

3. CONTENTS

TOPIC 1. STRATEGIC ADVERTISING PLANNING

Learning outcomes

Students should be able to:

- Identify the different roles of advertising within the organization's marketing strategy.
- Know the different types of advertisements (on and offline) and how they function as marketing instruments.
- Drawing up and analysing an advertising briefing.
- Plan an advertising campaign according to the objectives set by the organization.

Contents

1.1. Digital advertising - developments and trends.
1.2. Integrated Marketing Communication (IMC).
1.3. What is advertising? Digital vs. offline advertising.
1.4. Basic concepts of advertising and marketing communication.
1.5. Difference between Owned media, Paid media and Earned media.
1.6. Smart advertising objectives and their link with marketing and organizational objectives.
1.7. The advertising briefing: sections and basic information to prepare it.

TOPIC 2. ADVERTISING MODELS

Learning outcomes
Students should be able to:

- Know how an advertising agency works.
- Identify and master the different advertising models.
- Analyse and determine the most important advertising facets to achieve marketing objectives.
- Advertising effectiveness.

Contents

2.1. The importance of an advertising agency.
2.2. The purchase decision process: perception, awareness, association and response.
2.3. The impact of persuasion.
2.4. AIDA, DRIP and PLC model.
2.5. 7 facets of advertising.
2.6. Effectiveness of an advertising campaign in terms of models and facets.

TOPIC 3. CREATIVITY AND ADVERTISING MESSAGES

Learning outcomes
Students should be able to:

- Use tools to develop creative ideas, beyond brainstorming.
- Propose storytelling to communicate ideas and concepts.
- Work with AI tools to initiate the creative process.
- Write text and graphic advertisements that capture the attention and motivate the action of users.
- Apply best copywriting practices to maximise the impact and relevance of advertisements.

Contents

3.1. Creative techniques for generating ideas.
3.2. Advertising Storytelling. The hero's journey.
3.3. Advertising and brand development.
3.4. Design of text ads, call *to action* and effective messages.
3.5. Content adapted to the channel. New formats: infographics, videos, webinars, podcasts, etc.
3.6. Artificial intelligence at the service of the advertising message.

TOPIC 4. SEARCH ENGINE ADVERTISING - SEM

Learning outcomes

Students should be able to:

- Identify and explain the basic principles of search engine marketing (SEM).
- Differentiate between SEO and SEM and understand how they complement each other.
- Conduct keyword research using the most common tools, evaluate them and select the most relevant ones.
- Know how Google Ads works.
- Plan and structure effective SEM campaigns based on specific marketing objectives.
- Select and configure appropriate campaign types (search, display, shopping, video, etc.).
- Know the different types of campaign costs.

Contents

4.1. Difference between SEO and SEM.
4.2. CPC, CPM, CPA and CPL.
4.3. Keyword search and evaluation tools.
4.4. Google Ads: in the search and display network.
4.5. Main SEM formats.
4.6. Use of AI to create engaging texts.

TOPIC 5. DISPLAY ADVERTISING

Learning outcomes

Students should be able to:

- Define and explain the basic concepts of display advertising, including its role in the digital advertising ecosystem.
- Differentiate between the different types of display ads, such as banners, rich media ads, and interactive ads.
- Recognise how DSP and SSP platforms work and their role in programmatic ad buying.
- Apply A/B testing to evaluate and optimise different creative, messaging and segmentation strategies.
- Integrate display campaigns with other digital marketing strategies, such as content marketing, SEO, and social media.
- Evaluate the synergy between different channels and optimise resource allocation to maximise overall marketing results.

Contents

5.1. The different players in display advertising.
5.2. Real time bidding and programmatic buying.
5.3. Remarketing.
5.4. Most relevant advertising formats (IAB).
5.5. Affiliate marketing.
5.6. Use of AI to create engaging ads and designs.

TOPIC 6. SOCIAL MEDIA MANAGEMENT

Learning outcomes
Students should be able to:

- Value the importance of engagement.
- Analyse the best mix of social media that can be applied to the communication strategy.
- To bring together the main characteristics and differences between current social networks.

Contents

6.1. Target Universe: Facebook, Instagram Ads, WhatsApp.
6.2. Advertising in X.
6.3. Tik Tok.
6.4. Youtube and Twitch. Video marketing.
6.5. LinkedIn for business.
6.6. Social selling in the B2B strategy.
6.7. Current trends in social networks.

TOPIC 7. INFLUENCER MARKETING

Learning outcomes
Students should be able to:

- Identify the best brand ambassador for the organization.
- Plan and structure influencer marketing campaigns, defining clear objectives, timelines and success metrics.
- Manage influencer relationships, including negotiating contracts, coordinating deliverables and tracking performance.

Contents

7.1. The power of recommendation. Buzz marketing and Word of mouth.
7.2. From interruption to engagement, through content marketing.
7.3. Influencers map. Micro influencers, influencers and celebrities.
7.4. Virtual influencers.
7.5. Forms of collaboration: sponsorships, prize draws, sponsored content, brand ambassadors, etc.
7.6. Election of the best brand representative.
7.7. Influencer marketing trends.

4. TEACHING AND LEARNING METHODOLOGY

It is based on participative lectures complemented by advance reading of the different topics. Classroom practice and homework are expected to reaffirm the concepts and procedures that have been presented in class.

The main activities that will be carried out are:

- Throughout the course there will be activities such as problem solving, participation in debates and case resolution.
- Practical class of resolution, with the participation of the students, of practical cases and/or exercises related to the contents of the subject.
- Group/cooperative work with the presence of the professor.

5. EVALUATION

According to the Bologna Process, the model rewards the constant and continuous effort of students. 60% of the final grade is obtained from continuous assessment of directed activities, and the remaining 40% from the final in-person exam. The final exam has two sittings.

The final grade for the subject (FG) will be calculated using the following formula:

FG = Final Exam Grade x 40% + Continuous Assessment Grade x 60%

The minimum grade for the final exam to calculate the FG will be 40 points out of 100. The subject is passed with a final grade equal to or greater than 50 points out of 100.

Type of activity	Description	% Continuous assessment	
Course work:			45 %
	Case study 1 (individual)	20%	
	Case study 2 (individual)	20%	
	Partial delivery: strategic planning - Briefing	25%	
	Final deliverable: Advertising campaign	35%	
Test:			15%
	Partial test	100%	
Final exam:			40 %
	Final exam	100%	

6. BIBLIOGRAPHY

- Dhar, S., Thomson, S. (2023). *A Marketer's Guide to Digital Advertising*. Kogan Page Limited. ISBN 978 1 3986 0967 9

- IAB Spain (www.iabspain.es). *Various documents and studies on digital advertising*.

- Quesenberry, K. (2019). *Social media strategy: marketing, advertising, and public relations in the consumer revolution*. Rowman & Littlefield.

- Wells, W; Burnett, J; Moriarty, S; (2019). *Advertising and IMC principles and practice*. Pearson Publishers.

- Young, M. (2020). *Ogilvy on advertising in the digital age.* Goodman Publishing.