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UNIVERSITAT POLITÈCNICA  
DE CATALUNYA  
BARCELONATECH

# **DIGITAL ADVERTISING AND SOCIAL NETWORKS TEACHING GUIDE 2024-25**

## DATA

<b>Name</b>	Digital Advertising and Social Networks
<b>Code:</b>	801437
<b>Course:</b>	2024-2025
<b>Qualification:</b>	Master's Degree in Marketing Technologies
<b>No. of credits (ECTS):</b>	8
<b>Placement in the curriculum:</b>	2nd
<b>Date of last revision:</b>	July 2024
<b>Responsible Professor:</b>	PhD. Akane Cheng Prof. Jordi Sacristán Adrià

### 1. GENERAL DESCRIPTION

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We live in a highly competitive world, where brands need to 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 abreast of new digital tools, the evolving needs of our customers, 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 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 programs through effective research, strategic planning, 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 tour 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 analyze the different digital formats where to place the message so that it impacts effectively in the chosen audience. In this sense, the main social networks and the increasingly important participation of influencers in the organization's communication strategy will be analyzed.

The course 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.

The learning of this course will be achieved through a combination of theoretical classes, analysis of real cases. Student participation in discussions and practical activities will be encouraged.

## 2. OBJECTIVE

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

- Understand how advertising fits into the integrated marketing and communication strategy.
- Know the latest trends in digital marketing applied to advertising and social media.
- Understand and develop advertising methods and techniques.
- Create a creative campaign to respond to a professional briefing (based on a client's need), producing effective ads.
- Communicate ideas and concepts about the social impact of advertising.
- To understand the production process in graphic and digital audiovisual media.
- Analyze 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

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### TOPIC 1. PROMOTION IN THE MARKETING MIX

#### Learning outcomes

Students will be able to:

- To know the different promotion strategies within the marketing mix (on and offline).
- Understand current promotion trends.
- Link the organization's Smart marketing objectives to effective promotional actions.

### Contents

- 1.1. Distribution and communication in the year 2025. Trends
- 1.2. Communication policy.
- 1.3. Integrated Marketing Communication (IMC).
- 1.4. Impact of AI and technology on communication strategies.
- 1.5. Own media and earned media in a communication plan.
- 1.6. Smart advertising objectives and their linkage to marketing and organizational objectives

## TOPIC 2. STRATEGIC PLANNING

### Learning outcomes

The students, after studying the subject and performing the exercises, will be able to:

- Master strategic concepts of online and offline advertising.
- Know how to make advertising investment decisions based on external sources.
- Determine whether a campaign has been a success or not and whether it has met its objectives.
- Know and differentiate the costs of a digital advertising campaign.

### Contents

- 2.1. What is advertising? Digital vs offline advertising. Evolution and trends
- 2.2. Reach, frequency of impact, followers and engagement.
- 2.3. Above the line vs Below the line.
- 2.4. The purchase decision process: perception, knowledge, association and response.
- 2.5. The impact of persuasion.
- 2.6. Analysis of advertising audiences: EGM, Comscore, AIMC, IAB, etc.
- 2.7. Effectiveness of an advertising campaign.
- 2.8. CPC, CPM, CPA and CPL.

## TOPIC 3. CREATIVITY AND MESSAGES

### Learning outcomes

The students, after studying the subject and performing the exercises, will be able to:

- Use tools to develop creative ideas, beyond brainstorming.
- Propose a storytelling to communicate ideas and concepts.
- Develop own content strategy.
- Work with AI tools to initiate the creative process.
- Write text and graphic ads that capture users' attention and motivate them to act.
- Apply copywriting best practices to maximize the impact and relevance of ads.

## Contents

- 3.1. Creative techniques to generate ideas.
- 3.2. Advertising Storytelling.
- 3.3. The importance of proprietary content, lead magnets and customer listening.
- 3.4. Advertising and brand development.
- 3.5. Design of text ads, call to action and effective messages
- 3.6. Content adapted to the channel. New formats: infographics, videos, webinars, podcasts, etc.
- 3.7. Artificial intelligence at the service of the advertising message.

## TOPIC 4. SEARCH ENGINE ADVERTISING - SEM

### Learning outcomes

The students, after studying the subject and performing the exercises, will be able to:

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

## Contents

- 4.1. Difference between SEO and SEM.
- 4.2. Keyword search and evaluation tools.
- 4.3. Google Ads: in the search and display networks.
- 4.4. Main SEM formats.
- 4.5. Use of AI in SEM advertising.

## TOPIC 5. DISPLAY ADVERTISING

### Learning outcomes

After reading this chapter and completing the exercises, students will 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.
- Understand how DSP and SSP platforms work and their role in programmatic ad buying.
- Perform A/B testing to evaluate and optimize 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 optimize resource allocation to maximize overall marketing results.

### Contents

- 5.1. The different agents of 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 attractive ads and designs.

## TOPIC 6. SOCIAL MEDIA

### Learning outcomes

After studying the topic and performing the exercises, students will be able to:

- Know the new trends in social media.
- Value the importance of engagement and viralization.
- Analyze the best mix of social networks that can be applied to the communication strategy.
- To know the main characteristics and differences between the current social networks.

### Contents

- 6.1. Current trends in social networks.
- 6.2. Target Universe: Facebook, Instagram Ads, WhatsApp.

- 6.3. Advertising in X.
- 6.4. TikTok and viral messages.
- 6.5. Youtube and Twitch. Video marketing.
- 6.6. LinkedIn for business.

## TOPIC 7. INFLUENCER MARKETING

### Learning outcomes

At the end of the presentation, discussion and practical application of the contents of this topic, students will be able to:

- Identify the best brand ambassador for the organization.
- Plan and structure influencer marketing campaigns, defining clear objectives, deadlines 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, sweepstakes, sponsored content, brand ambassadors, etc.
- 7.6. Election of the best brand representative.
- 7.7. Influencer marketing trends.

## TOPIC 8. FAKE NEWS, IA & ENGAGEMENT

### Learning outcomes

At the end of the presentation, discussion and practical application of the contents of this topic, students will be able to:

- To know the impact of fake news within the corporate strategy.
- Assess the impact of generative AI on the generation of false messages.
- Linking AI to fake news generation, corporate reputation and brand engagement.

### Contents

- 8.1. What is fake news. How to detect them.
- 8.2. The impact of fake news on corporate reputation.
- 8.3. Linking fake news with engagement and business results.

## 4. TEACHING AND LEARNING METHODOLOGY

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The learning process at Euncet Business School-UPC combines a set of methodologies that allow the participant to achieve in a practical and innovative way the competencies of the professional profile established in the master's degree and the digital context:

### **PROJECT-BASED LEARNING AND SIMULATORS**

Group work to develop and present tasks and projects, solving situations and challenges that will be presented in class. In the same way, we will work with marketing simulators to apply in the most practical way possible the teachings taught in the classroom.

### **CASE STUDIES**

Resolution of business problems to experience the practical application of the theoretical contents of the different subjects.

### **PARTICIPATORY CLASSES**

The teaching sessions are carried out through permanent interaction between the students and the teaching staff with the aim of contrasting the concepts covered through analysis and open debate with the support of real case studies.

### **ONLINE TUTORING**

Personalized online sessions will be scheduled for the resolution of doubts and support in the different assignments and exercises that are presented in the course.

## 5. EVALUATION

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In accordance with the Bologna Plan, the model rewards the constant and continuous effort of the students. A 60% of the final grade is obtained from the continuous evaluation of the directed activities and the remaining 40% is obtained from the final exam. The final exam has two exam sessions.

The final grade of the course (NF) will be calculated from the following formula:

**NF = Final Examination Grade x 40% + Continuous Assessment Grade x 60%.**

The minimum grade of the final exam to calculate the NF will be 40 points out of 100.

The course is approved with a final grade equal to or higher than 50 points out of 100.



Type of activity	Description	% Continuous evaluation	
<b>Deliveries</b>			45 %
	Case study 1 (individual) - Transmedia Storytelling	20%	
	Case study 2 (individual) - design and presentation of a viral campaign.	20%	
	Case study 3 (group): analysis of the impact of fake news in the industry. Theoretical and practical reflection.	25%	
	Final deliverable: Design and presentation of an online advertising campaign.	35%	
<b>Test:</b>			15%
	Partial test	100%	
<b>Final exam:</b>			40 %
	Final exam	100%	

## 6. BASIC BIBLIOGRAPHY

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- Wells, William; Burnett, John; Moriarty, Sandra; (2019). "Advertising and IMC principles and practice". Pearson Publishing.
- Young, Miles (2020). "Ogilvy on advertising in the digital age", Goodman Publishing.