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UNIVERSITAT POLITÈCNICA
DE CATALUNYA
BARCELONATECH

MARKETING COMMUNICATION, MEDIA LANDSCAPE AND AUDIENCES TEACHING GUIDE 2024-25

GENERAL DETAILS

Course Title:	Marketing Communication, media landscape and audiences
Code:	801435
Academic year:	2024-2025
Degree title:	Master's Degree in Marketing Technologies
Number of credits (ECTS):	5
Place in the scheme of studies:	1 st Semester
Date of last revision:	July 2024
Professor Responsible:	PhD. Javier Bustos Díaz PhD. Chrysti Bousiouta

1. GENERAL DESCRIPTION

The Marketing Communication, Media Landscape and Audiences course aims to provide students with an in-depth understanding of how marketing messages are communicated in today's media landscape and how they reach diverse audiences. During the course, students will explore marketing communication strategies, the influence of media on audiences' perceptions, and data analysis to better understand who marketing messages are targeted to.

In addition, current issues related to media trends and evolving audiences in an ever-changing digital environment will be addressed. This course provides students with the necessary tools to understand and adapt to the complexities of marketing communication in the contemporary world.

2. OBJECTIVES

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

- Understand the key marketing communication tools and define objectives aligned with marketing needs.
- Become proficient with the current and future media landscapes, mastering primary information sources to track developments in advertising and marketing.
- Get the essential knowledge to develop a comprehensive media plan, encompassing all phases from objective setting to result measurement.

3. CONTENTS

TOPIC 1. MARKETING COMMUNICATION

Learning Outcomes

Students should be able to:

- Analyze the evolution of the concept of communication in the business world, from its origins to its application.
- Students will acquire the necessary skills to develop a communication plan, including a thorough analysis of the external and internal environment. They will be able to identify and evaluate the most effective marketing communication tools, as well as understand the importance of key messages and value propositions in effective communication with audiences. Additionally, they will explore the emerging role of generative AI communication and automation in the context of contemporary marketing.

Contents

- 1.1. What is Business Communication? Definition and evolution of the concept.
- 1.2. Communication Plan: What is and how to create one? External and internal analysis.
- 1.3. Marketing communication tools.
- 1.4. Key messages and value proposition.
- 1.5. Generative AI communication and automation.

TOPIC 2. MEDIA LANDSCAPE

Learning Outcomes

Students should be able to:

- Analyze and understand how media is consumed in the current context, including the rise of new media consumption and the decline of traditional television.
- Identify and explain new media formats, focusing on social media and programmatic advertising, as well as understand their influence on current advertising strategies.

Contents

- 2.1. Trends and changes in the current media landscape
- 2.2. New media formats and their impact on contemporary advertising

TOPIC 3. MEDIA PLAN

Learning Outcomes

Students should be able to:

- Execute a media plan. This includes defining and describing what a media plan is, its importance, and its essential components. They will be able to identify and analyze different audiences.
- Design a detailed briefing and understand the stages of the media plan, from research and analysis to executing and evaluation of results.

Contents

- 3.1. What is a media plan and how to create one?
- 3.2. Audiences.
- 3.3. Briefing and stages of the media plan.
- 3.4. Difference between media buying and media planning.

TOPIC 4. MEDIA BUYING STRATEGIES

Learning Outcomes

Students should be able to:

- Recognize what media buying is and how to carry it out effectively.
- Students Will be able to identify the different types of media buying, such as direct or programmatic buying, and understand the specific characteristics and advantages of each type.

Contents

- 4.1. What media buying is and how to carry it out
- 4.2. Types of media buying
- 4.3. The media buying process

4. TEACHING AND LEARNING METHODOLOGY

It is based on participative expository classes complemented with reading in advance of the different topics. Class practices 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:

$$\text{FG} = \text{Final Exam Grade} \times 40\% + \text{Continuous Assessment Grade} \times 60\%$$

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.

Activity type	Description	% Continuous Assessment	
Course work:			60 %
Class Participation	Class Participation	10%	
Case Study	Case Study	10%	
Group Activity 1	Hand over- Stage 1	10%	
Group Activity 2	Hand over- Stage 2	15%	
Group Activity 3	Hand over- Stage 3	25%	
Presentation of Group Activity	Presentation of Group Activity	20%	
Midterm Exam	Midterm Exam	10%	
Final exam:			40 %
	Final exam	100%	

6. BIBLIOGRAPHY

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