

**COURSE DATA****Data Subject**

Code	40105
Name	Message and media planning
Cycle	Master's degree
ECTS Credits	5.0
Academic year	2021 - 2022

Study (s)

Degree	Center	Acad. year	Period
2114 - M.D. in Marketing and Market Research	Faculty of Economics	1	Second term

Subject-matter

Degree	Subject-matter	Character
2114 - M.D. in Marketing and Market Research	1 - Specialty in communication	Optional

Coordination

Name	Department
HERNANDEZ FERNANDEZ, MARIA ASUNCION	43 - Marketing and Market Research

SUMMARY

In the subject Message and Media Planning, three basic aspects will be analysed: media selection criteria; strategy and media plan; and analysis of advertising formats and media characteristics. The first part, called Selection Criteria of media, is broken down into four themes whose purpose is to analyse the nature of media planning and its link with the campaign of communication, to subsequently enter the qualitative, audience, economic and efficiency criteria in the choice of media. The second part, called Analysis of the advertising formats and characteristics of the media, covers two topics, and focuses on exclusive in the study of advertising in each of the media, analysing the characteristics from the point of view of its advertising use, its commercial formats and commercialization. The third and last part is configured by a set of tools of communication that we have grouped under the name Strategy and media plan; specifically, the student will be introduced in the field of the planning approaches and, in a prominent way, in the planning programs and, particularly, in the TOM-Micro. It is, in definitive, to familiarize the student with certain computer tools such as the TOM-Micro, of which there is already an agreement with the owners, Odec, S.A. for use on the basis of data from the audience study of the Association for Media Research Communication, AIMC. Finally this part concludes with the media planning strategy.



The purpose of this subject is to specialize the student in the field of media. It consists of the theoretical-practical study of the audience habits and the characteristics of the media as a basis for advertising based on your objectives and budget constraints.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

No enrolment restrictions have been specified with other subjects of the curriculum.

In relation to other subjects of the same degree, no enrolment restrictions have been specified with other subjects of the curriculum. The previous knowledge is that of access to the Master.

OUTCOMES

2073 - M.U. Marketing e Investigación de Mercados (2007)

- Promover el desarrollo de actitudes y valores que establezcan condiciones favorables para un comportamiento ético en el desarrollo de la actividad profesional.
- Capacidad para definir una campaña de comunicación de imagen corporativa.
- Habilidad para argumentar desde criterios razonables.
- Capacidad para construir un texto escrito comprensible, organizado, bien documentado e ilustrado.
- Manejar programas informáticos clave en la toma de decisiones de comunicación.
- Capacidad de aplicar conocimientos teóricos a un problema práctico
- Conocer las costumbres y prácticas del sector de los anunciantes, agencias de promoción y medios de comunicación.
- Dirigir una campaña publicitaria que incluya un plan de medios y soportes publicitarios.
- Seleccionar los medios convencionales versus no convencionales más adecuados en cada situación.
- Manejar y/o conocer los programas informáticos necesarios para la elaboración de presentaciones y diseño gráfico; así como del plan de medios.
- Capacidad de aplicar conocimientos teóricos y prácticos a una situación concreta.
- Capacidad de análisis y síntesis de las lecturas y casos que se incluyen en el programa.
- Desarrollo de la capacidad de crítica ante los trabajos de los compañeros y de autocrítica ante los propios.



2114 - M.D. in Marketing and Market Research

- Saber aplicar los conocimientos adquiridos y ser capaces de resolver problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio.
- Poseer las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo.
- Ser capaces de integrar conocimientos y enfrentarse a la complejidad de formular juicios a partir de una información que, siendo incompleta o limitada, incluya reflexiones sobre las responsabilidades sociales y éticas vinculadas a la aplicación de sus conocimientos y juicios.
- Saber comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades.
- Ser capaces de buscar, ordenar, analizar y sintetizar la información, seleccionando aquella que resulta pertinente para la toma de decisiones.
- Saber trabajar en equipo con eficacia y eficiencia.
- Be able to integrate new technologies in their professional and/or research work.

LEARNING OUTCOMES

At the end of the teaching-learning process, the student will have learned to:

- Select and correctly use different sources of information in both traditional and electronic
- Handle and correctly interpret quantitative and qualitative data to turn them into information useful for decision making in communication
- Prepare documents and reports presented in a written text in a comprehensibly organized manner, documented and illustrated
- Articulate an oral discourse, structured, coherent, with good diction and use of technical vocabulary
- Argue and counter-argue
- Prepare and direct a communication campaign
- Select and use the communication variables appropriately (advertising, promotion, etc.)
- Plan the media campaign
- Use the technical vocabulary of the subject

DESCRIPTION OF CONTENTS

1. Part I: Criteria for selecting media

Topic 1. Introduction to media planning

Topic 2. The advertising environment

Topic 3. Objective and subjective elements of media planning

Topic 4. Information Sources. Audience studies



2. Part II: Analysis of the advertising formats and characteristics of the media

Topic 5. Conventional media

Topic 6. Media: new media

3. Part III: Strategy and Media Plan

Topic 7. Practical models of media planning: TOM-Micro Program

Topic 8. How to make a media plan

WORKLOAD

ACTIVITY	Hours	% To be attended
Theoretical and practical classes	34,50	100
Theory classes	0,00	100
Attendance at events and external activities	6,50	0
Development of group work	10,00	0
Readings supplementary material	7,50	0
Preparation of evaluation activities	21,50	0
Preparing lectures	22,50	0
Preparation of practical classes and problem	22,50	0
TOTAL	125,00	

TEACHING METHODOLOGY

The teaching methodology will be based on:

- Theoretical classes through participatory lectures
- Discussion of articles (readings)
- Project development
- Expert conferences
- Team work

Given the characteristics and nature of the following activities: continuous evaluation in class, group work in subject matter of the subject; Group work in the development of a common theme of the specialty, delivery of practices and oral presentation, THESE ACTIVITIES ARE NOT RECOVERABLE



The proposed methodology can be developed both in person and remotely if the circumstances require it.

EVALUATION

Final exam-50%

Continuous assessment-5%

Individual work-15%

Teamwork-15%

Delivery of practices-10%

Oral presentation of group work-5%

If necessary, the weight of academic assignments may be increased, to adjust to possible teaching situations until reaching 100% of the grade.

REFERENCES

Basic

- Apuntes y documentos. Los que se cuelguen en el aula virtual de la Universitat de València: <http://aulavirtual.uv.es/>
- González-Lobo, M.A., Carrero-López, E. i Mariñas-González, G. (2018) Manual de Planificación de Medios. Madrid: ESIC Editorial (6a ed.).
- Albright i Winston (2015) Business Analytics: Data Analysis for Decision Making, Cengage Learning.
- Maciá, F. i Gosande, J. (2012) Posicionamiento en buscadores. Madrid: Ed. Anaya.
- Avisash, K. (2011) Analítica web 2.0. Madrid: Ed. Gestión 2000.

Additional

- Ruiz-Mafe, C., Bigne-Alcañiz, E., Sanz-Blas, S. i Tronch, J. (2018) «Does social climate influence positive eWOM? A study of heavy-users of online communities», Business Research Quarterly, 21, 1, p. 26-38.
- Polo-López, M., Miotto, G. i Fondevila-Gascón, J.F. (2018) «My Time: Incidencia de la televisión a la carta en la evolución del prime time en España». Revista Latina de Comunicación Social, 73, p. 208-227.
- Cristobal-Fransi, E., Hernández-Soriano, F. i Daries-Ramon, N. (2017) «New readers for new media: Online media e-readers segmentation», Revista Espacios, 38, 39, p. 19-22.
- Guixeres, J, Bigne, E., Ausin-Azofra, J., Alcañiz, M., Colomer, A., Fuentes, F. i Naranjo, V. (2017) «Consumer Neuroscience-Based Metrics Predict Recall, Liking and Viewing Rates in Online Advertising», Frontiers in Psychology, 8, 1808
- Martín-Guart, R., López-González, H. i Fernández-Cavia, J. (2017) «El deporte, como antídoto contra la fragmentación de audiencias: Un estudio exploratorio de los programas más vistos de la



televisión en España (1989-2016)». Revista Latina de Comunicación Social, 72, p. 1.027-1.039.

Bigné, E., Llinares, C. i Torrecilla, C. (2016) «Elapsed time on first buying triggers brand choices within a category: a virtual reality-based study». Journal of business research. 69, p. 14231427.

Husni, S., Halpern, D. i Price, H. (2016) Managing Today's News Media. Thousand Oaks. California (USA): SAGE.

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

During the 2020-2021 academic year the teaching, to which this Teaching Guide refers, is programmed in face-to-face mode.

If at any time, during the course, for justified and supervening causes it cannot be carried out as planned, the responsible teaching staff will communicate more specific and detailed information about the changes that should be made through the virtual classroom of the subject. "