VNIVERSITAT ID VALÈNCIA

COURSE DATA

Data Subject	
Code	43284
Name	Programming and marketing strategies
Cycle	Master's degree
ECTS Credits	5.0
Academic year	2022 - 2023

Study (s)			
Degree	**Center**	**Acad. year**	**Period**
2149 - Master's degree in Audiovisual Content and Formats	Faculty of Philology, Translation and Communication	1	First term
2253 - Master's degree in Audiovisual Content and Formats	Faculty of Philology, Translation and Communication	1	First term

Subject-matter		
Degree	**Subject-matter**	**Character**
2149 - Master's degree in Audiovisual Content and Formats	2 - Programming and marketing strategies	Obligatory
2253 - Master's degree in Audiovisual Content and Formats	2 - Programming and marketing strategies	Obligatory

Coordination	
Name	**Department**
PELLICER ROSELL, MANUEL D.	340 - Language Theory and Communication Sciences

SUMMARY

Digitization has led to a series of transformations in the field of television audiovisuals that affects the creation, broadcast and dissemination of this kind of content. As a consequence of these changes, various models of audiovisual production, distribution and consumption currently coexist. In order to enable the student to function in this context of models in transit, this module addresses the knowledge related to the competences of audiovisual production and dissemination. In the first place, the creation of television projects, the different discursive modalities that make up an increasingly varied and extensive offer, in addition to two of the main conditioning factors of production, such as the different programming models and the analysis and interpretation of the interests and motivations of audiences. Finally, other aspects such as the promotion, distribution and exploitation of these contents are also taken into account, insofar

as they are interrelated with the decisions of the pre-production phase as a consequence of the possibilities offered by the digital stage.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

The previous knowledge necessary to follow this module normally has already been introduced in the degrees of origin of the students selected to take the master's degree.

COMPETENCES (RD 1393/2007) // LEARNING OUTCOMES (RD 822/2021)

2149 - Master's degree in Audiovisual Content and Formats

- Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with the application of their knowledge and judgments.

- Students should possess and understand foundational knowledge that enables original thinking and research in the field.

- Identificar los segmentos estratégicos de la industria audiovisual en un contexto de innovación constante en la sociedad de la información.

- Analizar e interpretar les nuevos lenguajes mediáticos asociados a la multidifusión digital.

- Conocer los proyectos y estudios de búsqueda de nuevas tendencias creativas de formatos y contenidos audiovisuales, en la producción y el consumo, dentro del proceso de convergencia mediática de la era digital.

- Analizar las tendencias de consumo y los estudios de mercado de contenidos audiovisuales en las industrias mediáticas.

- Interpretar la estructura de la empresa audiovisual, la dinámica del mercado y la naturaleza de los diferentes productos audiovisuales en los flujos mediáticos emergentes.

LEARNING OUTCOMES (RD 1393/2007) // NO CONTENT (RD 822/2021)

The learning results of this module are those that are collected in the official Verification report of this postgraduate course.

In it, an approach is carried out to the genesis of audiovisual projects, specifically television, to the different discursive modalities that they adopt, as well as to the different conceptions that the concept of programming grid has today, the audiences to which are targeted and the various consumption measurement systems. Likewise, aspects such as the promotion, distribution and exploitation of audiovisual products are also taken into account. In a particular way, it affects, on the one hand, the

television offer in Spain, which is completed, from a global perspective, with the study of a significant sample of successful referents arising from the main international production poles of television audiovisuals.

Specifically, the student will acquire:

- Competences in the creation of television projects and in the analysis of the typology of genres.
- Skills for the analysis of content broadcasting platforms and platforms and the study and interpretation of audience consumption data.

DESCRIPTION OF CONTENTS

1. Creativity and trends in the production of audiovisual content.

History and evolution of the concept of creativity. Multidisciplinary approach to the techniques, phases and processes of creation. The objective is for students to know the techniques and procedures, coming from various disciplines of knowledge, which they can use to carry out the process of ideation and creation of a television audiovisual project.

Creativity in the audiovisual. The objective is to deepen the ideation through the history of audiovisual, mainly cinematographic, to know the sources, techniques and stimuli to which its creators have resorted and still do to devise and develop their projects.

The genesis of the creation of television formats. The objective is to approach the ideation of television projects from a historical and transnational perspective, in order to make the widest possible panorama that stimulates the students in the development of their projects.

Analysis of creative proposals on television. The objective is to know and analyze a selection of television productions developed from different production areas to analyze the keys to their success.

How to generate successful audiovisual projects. The objective is to know from within the audiovisual industry the genesis, the conditions and the guidelines of the ideation and development processes of audiovisual projects.

2. Television genres

Television genres: information, entertainment and fiction. The objective of this session is to offer students a detailed overview of the different discursive modalities of television audiovisuals, their historical evolution and their main transformations. Session two completes the previous one through the viewing and analysis of some of the most relevant television productions from a creative and audience success perspective.

The effects of gender hybridization on television.

The objective of this session is to influence the most relevant features of the proposals selected for their innovative nature, as well as for their production context, while conducting a review of television

production from a global perspective.

3. Television programming in the digital field

Television programming in the digital environment. Objective: to know how the programming grid is built according to the different models of diffusion and distribution of audiovisual content, with special emphasis on the models developed in the digital field.

4. Audience research

The investigation of audiences. Objective: that the student knows the operation of the audience measurement system based on the audimeter and technical terminology, as well as the new procedures to know the consumption and reception of television audiovisuals.

5. The promotion and dissemination of television content

The exploitation of the audimeter data. Objective: to know the application of the Gabinete de Estudios de Comunicación Audiovisual (GECA) and its applicability in the ideation and development of audiovisual projects for television.

WORKLOAD

ACTIVITY	Hours	% To be attended
Laboratory practices	50,00	100
Study and independent work	35,00	0
Preparation of evaluation activities	10,00	0
Preparing lectures	20,00	0
Resolution of case studies	10,00	0
TOTAL	125,00	

TEACHING METHODOLOGY

The classes, all of them face-to-face, will be theoretical-practical and will include, on the one hand, a detailed explanation of the various points of the syllabus, focusing on the key concepts, the historical background and the evolution of the contents, as well as the description of the productive routines and recent transformations and developments. On the other hand, they will be completed by resorting to the corresponding exemplification from the viewing of audiovisual productions of diverse discursive modalities, and with a historical and global perspective.

As a general framework of the master's methodology, it is necessary to distinguish, also in this module, the sessions defined as theoretical, taught by official teaching staff from the Audiovisual Communication area, which will last 3 hours, from those given by external teaching staff, mainly made up of Outstanding professionals in the production, management, programming and dissemination of audiovisual content, with a more practical approach and a duration of 4 hours, so that there is a permanent connection of

classroom work with the reality of the audiovisual sector from a professional perspective . In both cases, the dynamics of the classes will be eminently participatory, which will be taken into account when evaluating the students' work.

These activities will be reinforced with materials, both textual and audiovisual, that both in the classroom and, previously, through the virtual classroom, the teachers will make available to the students. In this sense, special emphasis will be placed on the use of reports and documents prepared by official, public and private organizations of a professional nature, as a means of accessing updated information. On the other hand, reading and viewing will be encouraged, in addition to other discursive modalities, in order to deepen the construction of the archive of references that students have to build throughout their training. Finally, whenever possible, there will be an impact on the mechanics of collective work, without losing sight of the fact that in this phase of the master, the students are developing, individually, their audiovisual project and it will not be until later, after selecting the more outstanding projects, when they move to a group work dynamic.

Teaching work, outside the classroom, is complemented either with the orientation of the students through personalized tutoring or through email and the various instruments of the virtual classroom, such as the forum or the virtual room of Blackboard Collaborate.

EVALUATION

Passing the subject by students requires two related academic requirements: First, compulsory attendance at classes and regular participation in activities and discussions in the classroom. Second, the elaboration of two written works of an individual nature.

The first of these works consists of the detailed description of the creative process of the project that each student has to carry out in the first part of the master's degree. This work will describe the genesis of the idea, the techniques used and the documentation process carried out, with a detailed list of the written and audiovisual references used. This work will contain between 2,000 and 2,500 words and represents 75% of the student's grade for the module.

The second work will be a summary, without limit of length, of the contents developed by the external professors and their applicability to the project that each student has to develop. This activity represents 15% of the final grade.

The final weighting of the grade is completed with the assessment of the students' attendance and class participation, which represents 10% of the grade.

Correction criteria:

1) In the works, the correct adaptation to the questions raised will be assessed first.
2) The creativity of the project developed by the student, its foundation and the application of the knowledge acquired in class will also be valued.
3) Finally, the correct written expression of the works as well as their formal presentation will be taken into account.

Exam date:

As a guideline, and depending on the circumstances imposed by the academic calendar, the first of the assignments must be delivered before resuming classes after the Christmas holidays, in order to carry out the correction and correction phase. evaluation in the first call. Regarding the second activity, it will be delivered within fifteen days from the last session of the module.

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