

1. BASIC DETAILS

Course	Media Laboratory
Degree	Bachelor's Degree in Advertising
School/Faculty	Social and Communication Sciences
Year	4º
ECTS	3 ECTS
Type	Optional
Language(s)	Spanish
Delivery Mode	On campus
Semester	1st semester

2. INTRODUCTION

In this laboratory, students will go more deeply into the study of advertising media and its strategic use in the field of advertising. Real projects will be worked on so that students can acquire skills and knowledge that allow them to design, implement and assess media-based advertising strategies.

Throughout the course, students will explore the various types of advertising media (of a traditional, digital, social, mobile nature, etc.) and their interaction in media planning. The main indicators of effectiveness will be analysed in advertising, as well as the various purchasing and negotiation techniques in the media.

New trends in digital advertising will also be covered and successful cases of advertising campaigns at an international level will be analysed. Students will work as a team, encouraging critical thinking and collaboration, and they will present their final projects to a panel of advertising professionals.

At the end of laboratory, students will have acquired the skills needed for strategic planning of advertising media, having applied the knowledge acquired in the Strategy Laboratory I and Strategy Laboratory II subject to real projects.

3. SKILLS AND LEARNING OUTCOMES

Key skills (CB, by their acronym in Spanish):

CB2 - Students can apply their knowledge to their work or vocation in a professional manner and possess the skills which are usually evident through the forming and defending of opinions and resolving problems within their study area

CB3 - Students have the ability to gather and interpret relevant data (usually within their study area) to form opinions which include reflecting on relevant social, scientific or ethical matters

CB4 - Students can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences

CB5 - Students have developed the learning skills necessary to undertake further study in a much more independent manner

Transversal skills (CT, by their acronym in Spanish):

CT3 - Teamwork: Ability to integrate and collaborate actively with other people, areas and/or organizations to reach common goals.

CT4 - Written/spoken communication: Ability to communicate and gather information, ideas, opinions and viewpoints to understand and be able to act, spoken through words or gestures or written through words and/or graphic elements

CT5 - Analysis and problem-solving: Be able to critically assess information, break down complex situations, identify patterns and consider different alternatives, approaches and perspectives in order to find the best solutions and effective negotiations

CT6 - Adapting to change: Be able to accept, consider and integrate different perspectives, adapting your own approach as required by the situation at hand, and to work effectively in ambiguous situations

CT7 - Leadership: Be able to direct, motivate and guide others by identifying their skills and abilities, in order to effectively manage their development and common interests

CT9 - Global mindset: Be able to show interest in and understand other customs and cultures, be aware of your own biases and work effectively as part of a global community.

Specific skills (CE, by their acronym in Spanish):

CE10 - Ability to implement the theoretical and practical bases of advertising, from definition to strategic planning in the media.

CE12 - Ability to recognise the theoretical and practical concepts of advertising strategy and implement knowledge when developing this.

CE13 - Ability to recognise all development stages of the advertising process and of the strategy to optimise the way in which they operate.

Learning outcomes (RA, by their acronym in Spanish):

- RA1: Students will prepare comprehensive planning of a media campaign, having a good command of the software required.
- RA2: In terms of advertising effectiveness, students will be able to measure planning of the media campaign by means of necessary post-tests. Students will keep control of the media budget.

Skills	Learning outcomes
CB5, CT9, CE13	RA1
CB5, CT9, CE13	RA2

4. CONTENTS

- Comprehensive planning of the media campaign.
- Command of the computer programs that support the strategic planning of media.
- Review and analysis of the outcomes of investment in media.

5. TEACHING/LEARNING METHODS

ON CAMPUS STUDY MODE

- Lecture/online conference
- Case studies
- Collaborative learning
- Problem-based learning
- Simulation environments

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

On-campus:

Learning activity	Number of hours
Lectures	3
Asynchronous lectures	2
Debates and discussions	13
Case study analysis	5
Problem-solving	20
Oral presentations	10
Drawing up reports and written work	5
Group tutorials	5
Independent working	12
TOTAL	75

7. ASSESSMENT

The assessment methods, plus their weighting in the final grade for the course, are as follows:

On-campus:

Assessment system	Weighting
On-campus knowledge tests	10.0
Oral presentations	20.0
Reports and written work	20.0

Case study/problem scenario	30.0
Performance observation	20.0

On the Virtual Campus, when you open the course, you can see all the details of your assessment activities and the deadlines and assessment procedures for each activity.

8. BIBLIOGRAPHY

The work of reference for follow-up of the course is:

The recommended bibliography is indicated below:

- Alcaide, J. (2016). Estrategias de publicidad en la era digital. ESIC Editorial.
- Arens, W., Weigold, M. F., & Arens, C. (2015). Contemporary advertising. McGraw-Hill Education.
- Belch, G. E., & Belch, M. A. (2014). Advertising and promotion: An integrated marketing communications perspective. McGraw-Hill Education.
- Boone, L. E., & Kurtz, D. L. (2014). Contemporary marketing. Cengage Learning.
- Breugelmans, E., Campo, K., Gijsenberg, M., & Van Den Bulte, C. (2016). Advertisers' shifting product priorities and the rise of new digital channels: Analysis and implications. *International Journal of Research in Marketing*, 33(3), 522-537.
- Chaffey, D. (2019). Digital marketing: strategy, implementation and practice. Pearson UK.
- Gómez, F. A. (2017). Publicidad y nuevas tecnologías. ESIC Editorial.
- Hofacker, C. F. (2018). Internet marketing. John Wiley & Sons.
- Moriarty, S., Mitchell, N. D., & Wells, W. D. (2014). Advertising: Principles and practice. Pearson.
- Russell, T. (2018). Social media strategy: Marketing and advertising in the consumer revolution. Kogan Page Publishers.
- Schultz, D. E., & Barnes, B. E. (2019). Strategic advertising campaigns. Routledge.
- Stahl, J. (2018). Handbook of media economics. Routledge.