BASIC DETAILS:

Subject:	PUBLICIDAD INTERACTIVA
Id.:	31902
Programme:	GRADUADO EN PUBLICIDAD Y RELACIONES PÚBLICAS. PLAN 2014 (BOE 15/10/2014)
Module:	ESTRATEGIAS PUBLICITARIAS
Subject type:	OPTATIVA

Year:	3	**Teaching period:**	Segundo Cuatrimestre
Credits:	6	**Total hours:**	150
Classroom activities:	64	**Individual study:**	86
Main teaching language:	Inglés	**Secondary teaching language:**	Inglés
Lecturer:	NAVARRO MAGAÑA, GRETA	**Email:**	gnavarro@usj.es

PRESENTATION:

The subject "Interactive Advertising" has as its main aim that the student may get to know the peculiarities of advertising for the different digital media, of an eminently interactive nature: the Internet, mobile devices and other media/ supports being newly created. Additionally, the subject tackles, in a practical manner, the technical handling of the relevant tools, with a view to being able to apply the knowledge gained to the development of assignments dealing with the topic at hand.

PROFESSIONAL COMPETENCES ACQUIRED IN THE SUBJECT:

General programme competences	G02	Problem solving.
	G03	Ability to organise and plan.
	G04	Use of Information Technologies.
	G05	Teamwork.
	G06	Interpersonal skills.
	G09	Ability to apply knowledge.
	G10	Ability to generate new ideas (creativity).
	G11	Ability to undertake research.
Specific programme competences	E01	Capacity and ability to work as professionals who take charge of the commercial communications and PR business policies.
	E08	Capacity to define and manage marketing, advertising and PR budgets for correct cost allocation. These disciplines and their corresponding activities within the business framework are those to which a professional trained in the field of advertising and public relations accedes.
	E09	Capacity and ability to create and develop graphic features, images, symbols and texts with which to express ideas and messages graphically with good judgement, both manually and through software tools available for this purpose.
	E12	Capacity and ability to use communications technologies and techniques in the various media or combined and interactive media systems (multimedia), particularly to apply them to the field of advertising communications; special emphasis on the creation of new platforms, media, channels and devices which primarily facilitate the conceptualisation, design, development, production and dissemination of propaganda standards.
	E18	Accept innovation as a design guideline in the creation of advertising and as a variable which favours establishing new and solid relational communication pathways within organisations which act as a backbone to solving all types of challenges and problems, whether or not linked to specific communications features; ability to boldly move towards the unknown but also to show prudence and professionalism, starting from a solid awareness of the current situation.
	E19	Exercise creative thought and put it to use in all sorts of situations habitually, given the expressive tenor - upheld by audiovisual and/ or discursive matrices - required of an especially dynamic and consolidated profession (advertising and/ or public relations). This is the result of persuasive parameter which requires the use of creative abilities by the agents involved in these activities.
	E23	Capacity to manage emotions, stress and frustration in the face of difficulties appearing in the pursuit of projects and professional goals within a professional sector - that of advertising and public relations - whose pursuit requires, on the one hand, continuous interchange of proposals between the professional and the client and, on the other, a clear link between the technical and human level within a heterogeneous network of agents who comprise an

		organisation.
	E28	Be able to anticipate trends and flows in the advertising industry and in marketing.
	E29	Adopt a strategic view of the different advertising and marketing communications channels which arise as ways to contact audiences.
	E30	Understand the operational mechanics of internal communications in organisations and how to plan strategies in this area.
	E31	Ability to make the most of the corporate communications and public relations tools with the aim to sustain organisational development.
Learning outcomes	R01	Know and adequately use the specific interactive advertising terms.
	R02	Understand the whole picture of agents, connections, structures and processes that make up interactive communications in modern marketing and advertising.
	R03	Correctly handle the communications tools and techniques in interactive advertising.
	R04	Plan and design copy, actions and advertising campaigns in the interactive media.
	R05	Include interactive actions and campaigns within the framework of a holistic marketing communications strategy.

PRE-REQUISITES:

Photoshop or similar tools: medium level.

Possibility of downloading mobile apps for some practical parts.

SUBJECT PROGRAMME:

Subject contents:

1 - INTRODUCTION
1.1 - The Internet is not a medium
1.2 - History of On-line Advertising
1.3 - Birth of Web 2.0: towards the Social Web
1.4 - On-line Advertising vs. Press Advertising
2 - ON-LINE MEDIA PLANNING
2.1 - The on-line media plan
2.2 - The work process
2.3 - Media selection
2.4 - Digital audience metering
3 - TOOLS FOR INTERACTIVE DIGITAL ADVERTISING
3.1 - On-line Display Digital formats
3.2 - E-mail Marketing
3.3 - Search Engine Marketing_SEM
4 - SOCIAL MEDIA AS ADVERTISING PLATFORMS
4.1 - Introduction
4.2 - Facebook
4.3 - Twitter
4.4 - Instagram
4.5 - YouTube
5 - MOBILE MARKETING
5.1 - Definition of Mobile Marketing
5.2 - Mobile Marketing Actions
5.3 - Messaging
5.4 - Proximity Marketing
5.5 - Mobile apps
5.6 - Advertising in mobile apps
6 - TABVERTISING
6.1 - Introduction
6.2 - Advertising adapts to new media
6.3 - Measuring advertising effectiveness
6.4 - Tabvertising: tablet formulas
6.5 - Advertising templates for digital tablets

7 - NATIVE ADVERTISING	
7.1 - What is native advertising?	
7.2 - Native advertising formats	
8 - DIGITAL SIGNAGE	
8.1 - What is Digital Signage?	
8.2 - Digital Signage and Social Networks	
8.3 - Consumers and Digital Signage	

Subject planning could be modified due unforeseen circumstances (group performance, availability of resources, changes to academic calendar etc.) and should not, therefore, be considered to be definitive.

TEACHING AND LEARNING METHODOLOGIES AND ACTIVITIES:

Teaching and learning methodologies and activities applied:

The development of the subject is intended as follows:

Theory sessions: They consists of face to face lectures on the subject by means of written and audio-visual content support. During the lectures theory is always supported by current practical examples of interactive advertising and the application of those by brands. In addition, students have the opportunity to solve doubts and contribute with their opinions to the enrichment of the debate around the topic.

Practice sessions: The methodology used will be based on cooperative learning. During these sessions students will work on the instructions for the compulsory practical projects, and this will always be done in groups that will not exceed three or four people. During the sessions students must communicate doubts or difficulties they may have in order to progress towards a successful achievement of a perfected final outcome of the task. Within this learning modality, compulsory readings will be worked upon, so that the students may internalize and reach a deeper understanding of content, draw their own conclusions and compare those with the ones reached by their partners. In addition, individual activities will be carried out in class so that students may ask the lecturer for support and solve doubts raised, all this conducive to a successful grasp of the matter at hand.

Tutorial sessions: During these sessions, either onsite or via email, students will be able to request aid from the lecturer for all those doubts raised which may not have been solved during the face to face sessions. Likewise, students may request further bibliography to expand on a specific topic or any other kind of information related to the topic at hand. Furthermore, during these sessions a follow-up of the groups will be carried out, both onsite or through email platform, providing supervision and guidance for both individual and team work.

Student work load:

Teaching mode	Teaching methods	Estimated hours
Classroom activities	Master classes	40
	Practical work, exercises, problem-solving etc.	10
	Debates	4
	Coursework presentations	8
	Assessment activities	2
Individual study	Tutorials	6
	Individual study	16
	Individual coursework preparation	16
	Group cousework preparation	22
	Project work	14
	Research work	12
	Total hours:	150

ASSESSMENT SCHEME:

Calculation of final mark:

Individual coursework:	30	%
Group coursework:	30	%
Final exam:	25	%
Tasks carried out in classroom:	15	%
TOTAL	100	%

*Las observaciones específicas sobre el sistema de evaluación serán comunicadas por escrito a los alumnos al inicio de la materia.

BIBLIOGRAPHY AND DOCUMENTATION:

Basic bibliography:

HARRIS, John. Online Advertising. Marketing in the digital age. Zion Publishing, 2015.

TAYLOR, Gabriela. Advertising in a digital age. Best practices and tips for paid search and Social Media Advertising. Global and Digital, 2012-2013.

TAYLOR, Gabriela. Mobilize to monetize. Making the most of Mobile Marketing. Global and Digital, 2013.

LIBEROS, Eduardo; NÚÑEZ, Álvaro; BAREÑO, Ruth; GARCÍA DEL POYO, Rafael; GUTIÉRREZ-ULECIA, Juan Carlos; PINO, Gabriela. El libro del Marketing Interactivo y la Publicidad Digital. Madrid: ESIC Editorial, 2013.

ORDOZGOITI DE LA RICA, Rafael; RODRIGUEZ DEL PINO, Daniel. Publicidad Online. Las claves del éxito en Internet. Madrid: ESIC Editorial, 2010.

PUIG VALLS, Víctor. Social Media. 250 consejos prácticos para diseñar tu estrategia en las redes sociales. Madrid: RA-MA Editorial, 2015.

SANJUÁN PÉREZ, Antonio; QUINTAS FROUFE, Natalia; MARTÍNEZ COSTA, Sandra. Tabvertising. Formatos y Estrategias Publicitarias en Tabletas. Barcelona: UOC Editorial. 2013

Recommended bibliography:

MACIÁ DOMENE, Fernando y GOSENDE GRELA, Javier. Marketing online. Estrategias para ganar clientes en Internet. Barcelona: Anaya Multimedia, 2010

ROJAS, Pedro y REDONDO, María. Cómo preparar un plan de social media marketing: En un mundo que ya es 2.0. Madrid: Gestión 2000, 2013.

ESTRADE, José María; JORDÁN SORO, David. Marketing Digital: Marketing Móvil, SEO y Analítica Web. Madrid: Anaya Multimedia, 2012.

Recommended websites:

MOBILE MARKETER	http://www.mobilemarketer.com/
REUTERS	http://www.reuters.com/news/technology
TOP RANKBLOG	http://www.toprankblog.com/
MARKETING WEEK	http://www.marketingweek.co.uk/trends/
EMARKETER	https://www.emarketer.com/