

### BASIC DETAILS:

<b>Subject:</b>	NUEVAS FORMAS DE MARKETING		
<b>Id.:</b>	31909		
<b>Programme:</b>	GRADUADO EN PUBLICIDAD Y RELACIONES PÚBLICAS. PLAN 2014 (BOE 15/10/2014)		
<b>Module:</b>	ESTRATEGIAS PUBLICITARIAS		
<b>Subject type:</b>	OPTATIVA		
<b>Year:</b>	4	<b>Teaching period:</b>	Segundo Cuatrimestre
<b>Credits:</b>	6	<b>Total hours:</b>	150
<b>Classroom activities:</b>	68	<b>Individual study:</b>	82
<b>Main teaching language:</b>	Inglés	<b>Secondary teaching language:</b>	Inglés
<b>Lecturer:</b>	LITE MARTINEZ, ANTONIO	<b>Email:</b>	alite@usj.es

### PRESENTATION:

Space for the analysis and practices of new forms adopted by advertising and marketing communication based on the application of new technologies and sociocultural trends. Social Media Marketing, branded content, media digitization, channels and supports, etc.

It is a subject which encompasses all those practices and trends for marketing and advertising communication that owing to new innovations (but not exclusively technological innovations) may arise.

### PROFESSIONAL COMPETENCES ACQUIRED IN THE SUBJECT:

<b>General programme competences</b>	G01	Ability to analyse and synthesise.
	G02	Problem solving.
	G03	Ability to organise and plan.
	G04	Use of Information Technologies.
	G05	Teamwork.
	G09	Ability to apply knowledge.
	G10	Ability to generate new ideas (creativity).
<b>Specific programme competences</b>	G11	Ability to undertake research.
	E06	Capacity and ability to perform the role to be undertaken in a media department in an agency and, to a greater extent, in the so-called media centres.
	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.
	E14	Capacity to lead and take on the business and entrepreneurial challenge in advertising and/ or public relations-based projects which need human and other resources - managing these efficiently and assuming the principles of social responsibility. Social responsibility is an especially valid subject in the pursuit of professional activity which has acquired a strategic importance at the heart of companies and institutions of all sorts.
	E15	Capacity to understand and interpret the specific environment of advertising and public relations and adapt to the change expected in an extremely dynamic context, determined by new management methods and tools for the profession.
	E17	Capacity to draw sources of inspiration from the modern cultural and intellectual scene for the creative performance of their profession, valuing the cultural roots - particularly artistic - which provide constructive support to advertising standards through mediating tools and methods in the evolution of creative activity. fesión.
	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.
	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.
<b>Learning outcomes</b>	R01	Understand the importance of technological innovation to marketing practices and advertising communications.
	R02	Be alert to detect the possibilities and limitations of new advertising and marketing practices, channels, platforms, devices and media.
	R03	Integrate the innovation with new forms in the advertising campaigns and activities being considered.
	R04	Plan and design advertising copy and campaigns suitable to the new platforms.
	R05	Detect new opportunities - technological or any other sort - with which to plan innovative advertising and marketing campaigns and activities.

#### PRE-REQUISITES:

Basic user knowledge of Photoshop and video-editing.

#### SUBJECT PROGRAMME:

Observations:

#### Nota Bene:

**Any student that plagiarizes any document in the course of their assessments or practice assignments, either totally or partially, will receive a 0 (zero) for that assignment.**

The subject course is divided into two parts:

#### \* THEORY:

This part is two-fold: lectures, and student's self-study. Mastery of topic will be assessed through a final exam accounting for **25% of the final grade**.

#### \* PRACTICE:

**1. Group coursework:** Students, working in teams with other students, will build a Content Marketing Plan based on the Storytelling technique: This accounts for **30% of the final grade**.

**2. Individual practice assignments:** Students will do three individual practice assignments accounting for **30% of the final grade** consisting in:

- Social Media Marketing Campaign: Students will design a Social Media campaign for a brand or organization to be chosen, according to the criteria explained in class. This accounts for **15% of the final grade**.

- Video-curriculum: for this practice assignment, students will create an original video supporting their own curriculum. It will not last more than 3 minutes. This accounts for **10% of the final grade**.

- Surroundings Integrated Communication Action: for this practice assignment, students will carry

out two combined actions – a Street marketing action alongside an Ambient marketing action. This accounts for **5% of the final grade**.

### 3. Activities in the classroom:

Students will carry out four individual activities in class, accounting for **15% of the final grade**, consisting in:

- a) Creating a Facebook Page and a Twitter Profile as personal brand + Content Plan (**5% of the final grade**)
- b) Management of the Facebook Page and the Twitter Profile + Hootsuite Workshop (**2,5% of the final grade**)
- c) Statistics Workshop, creation of an Insights report (**5% of the final grade**)
- d) List of keywords: Research with Google Adwords and structure of the keyword list (**2.5% of the final grade**)

### Subject contents:

<b>1 - INTRODUCTION</b>
1.1 - New generations
1.2 - The new context: Social Web or Web 3.0
1.3 - Adapt or die (Reinventing yourself or becoming redundant)
1.4 - On-line and Off-line campaigns
<b>2 - SOCIAL MEDIA MARKETING: THEORY + WORKSHOPS</b>
2.1 - Introduction
2.2 - Blogs and the Blog-sphere
2.3 - Nanoblogging
2.4 - Social Networks
2.5 - Community manager
2.6 - Metrics in Social Media Marketing
<b>3 - CONTENT MARKETING</b>
3.1 - Introduction
3.2 - Content Marketing
3.3 - Content Curation
3.4 - Branded Content
3.5 - Storytelling
3.6 - Video marketing
<b>4 - SEO: SEARCH ENGINE OPTIMIZATION</b>
4.1 - What is Search Engine Optimization?
4.2 - How does a Search Engine work?
4.3 - Stages of a SEO campaign
4.4 - Keyword list
4.5 - How do Search Engines detect my webpage?
4.6 - Sorting out indexability problems
4.7 - Optimization to increase relevance
4.8 - Link-building
<b>5 - GUERRILLA MARKETING AND SURROUNDINGS INTEGRATED COMMUNICATION</b>
5.1 - Birth of guerrilla marketing
5.2 - Guerrilla marketing vs traditional marketing
5.3 - Surroundings integrated communication

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 consist of face to face (onsite) 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 new marketing forms and the application of those by brands. In addition, students have the opportunity to have any doubts answered 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 following the instructions for the compulsory practical projects, and this will always be done in pairs. These activities are planned to be carried out as workshops, under the lecturer's guidance. The lecturer will concurrently explain the technological tools required to do the activity (Facebook, Twitter, Hootsuite...). During the sessions, students will communicate doubts and difficulties that may arise, in order to progress towards successfully achieving a perfected final outcome of the task. Under this learning methodology, team-work will be used, in particular in the two weeks prior to the exams.

-->**Tutorial sessions:** During these sessions, either onsite or via the virtual platform, students will be able to request aid from the lecturer for all those doubts which may not have been addressed 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 the virtual platform, while providing further supervision and guidance for both individual and team work.

### Student work load:

Teaching mode	Teaching methods	Estimated hours
<b>Classroom activities</b>	Master classes	24
	Practical exercises	24
	Practical work, exercises, problem-solving etc.	6
	Debates	2
	Coursework presentations	2
	Films, videos, documentaries etc.	2
	Workshops	2
	Assessment activities	4
<b>Individual study</b>	Realización de la prueba final	2
	Tutorials	4
	Individual study	20
	Individual coursework preparation	20
	Group coursework preparation	14
	Project work	14
	Research work	10
	<b>Total hours:</b>	<b>150</b>

### ASSESSMENT SCHEME:

#### Calculation of final mark:

Group coursework:	30 %
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Final exam:	25 %
Individual practices:	30 %
Classroom activities:	15 %
<b>TOTAL</b>	<b>100 %</b>

\*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:

PINTADO, Teresa; SÁNCHEZ, Joaquín. Nuevas tendencias en comunicación estratégica. Madrid: Esic Editorial, 2014
PUIG, Víctor. Social Media, 250 consejos prácticos para diseñar tu estrategia en las redes sociales. Madrid: RA-MA Editorial, 2015
KELLY, David. Social Media. Strategies to Mastering your brand. Facebook, Instagram, Twitter and Snapchat. CreateSpace Independent Publishing Platform, 2016
CONRAD, Jay; LEVINSON, Jeannie. Startup Guide to Guerrilla Marketing. A simple battle plan for first-time marketers. Canada: Entrepreneur Media Inc., 2008
CLARKE, Adam. SEO 2019: Learn search engine optimization with smart internet marketing strategies. Independently Published, 2018.

### Recommended bibliography:

ROJAS, Pedro; REDONDO, María. Cómo preparar un Plan de Social Media Marketing. Barcelona: Grupo Planeta, 2013
LÓPEZ, Ana María. Coolhunting, a la caza de las últimas tendencias. Madrid: Anaya Multimedia, 2011
ORDOZGOITI DE LA RICA, Rafael; RODRIGUEZ DEL PINO, Daniel. Publicidad Online. Las claves del éxito en Internet. Madrid: ESIC Editorial, 2010.

### Recommended websites:

ALT 1040	<a href="http://alt1040.com/">http://alt1040.com/</a>
El Blog de Juan Merodio	<a href="http://www.juanmerodio.com/">http://www.juanmerodio.com/</a>
El Periódico de la Publicidad	<a href="http://www.elperiodicodelapublicidad.es">www.elperiodicodelapublicidad.es</a>
IAB	<a href="http://www.iabspain.net/">http://www.iabspain.net/</a>
Las Blog en Punto	<a href="http://lasblogenpunto.blogspot.com/">http://lasblogenpunto.blogspot.com/</a>
Marketing Week	<a href="http://www.marketingweek.co.uk/trends/">http://www.marketingweek.co.uk/trends/</a>
Marketing Directo	<a href="https://www.marketingdirecto.com/">https://www.marketingdirecto.com/</a>