



## IDENTIFYING DATA

### Multimedia and web advertising production

|                     |  |           |      |            |
|---------------------|--|-----------|------|------------|
| Subject             | Multimedia and web advertising production  |           |      |            |
| Code                | P04G190V01801  |           |      |            |
| Study programme     | Grado en Publicidad y Relaciones Públicas  |           |      |            |
| Descriptors         | ECTS Credits   | Choose    | Year | Quadmester |
|                     | 6  | Mandatory | 4th  | 2nd        |
| Teaching language   | Spanish<br>Galician  |           |      |            |
| Department          |  |           |      |            |
| Coordinator         | Rodríguez Nieto, José Octavio  |           |      |            |
| Lecturers           |  |           |      |            |
| E-mail              |  |           |      |            |
| Web                 |  |           |      |            |
| General description | The subject of Advertising Design for the Web and Multimedia is focused so that the student know how the Internet changes the marketing and the communication, changes in the form in that it has to work with brands to achieve a greater presence us new social media.<br>Students employs the digital social media to create a multimedia product and promote it on-line. |           |      |            |

## Skills

|      |   |  |  |  |
|------|---|--|--|--|
| Code |   |  |  |  |
| A5   | That the students have developed those learning skills necessary to undertake later studies with a high degree of autonomy.   |  |  |  |
| C9   | Knowledge of the communication strategies and its creative development, applicable to all type of organizations, as well as of the necessary methodologies to its analysis, audit and evaluation. |  |  |  |
| C11  | Competence or digital literacy: ability and skill to use the technology and techniques of communication in new formats, interactive means and multimedia.   |  |  |  |
| C12  | Analytical-synthetic dexterity: ability and skill to establish the strategy, planification and own processes of the advertising communication and of the public relations.                        |  |  |  |
| D3   | Collaborative competences: ability of adaptation to the objectives and organizational values and of teamwork.   |  |  |  |
| D4   | Managerial competences: ability to administer the time, with skill to the organization of tasks.  |  |  |  |

## Learning outcomes

| Expected results from this subject  | Training and Learning Results |          |
|---|-------------------------------|----------|
| Describe historical evolution of the advertising communication and of the public relations, as well as of the industrial appearances, **sociopolíticos and aesthetic that *inciden us his elements, forms and processes | A5                            | C9       |
| Define and classify of the strategies, and his creative development, applicable in the institutions and public and personal companies, as well as of the necessary methodologies for his analysis, audit and evaluation |                               | C12 D3   |
| Use the technologies and communicative *technicians us distinct means or systems *mediáticos combined and interactive (multimedia) and for the creation in new supports   |                               | C11      |
| Recognise and find the strategies and processes directed to the creation and realisation of advertising messages us distinct supports and media   |                               | C12      |
| Organise the time, with skill for the classification of tasks   | A5                            | C11      |
| Assume the leadership in projects, resolving *eficientemente and valuing commitments of social responsibility   |                               | D3<br>D4 |

## Contents

|                                  |  |
|----------------------------------|--|
| Topic                            |  |
| Subject 1: Interactiveness.      | What means and by that matters.<br>Internet  |
| Subject 2: Web oriented design   | Design of the information<br>Design of the interaction<br>Design of the presentation   |
| Subject 3: Product development   | Multimedia development   |
| Subject 4: SEO and SEM           | Technicians and tools for the optimisation of the search engine optimization and main tools of advertising in searchers.                 |
| Subject 5. Social Media Managing | Social networks, preparation of a social media plan and scheduling of contents.<br>Strategies in social networks.<br>Metric and analysis |
| Subject 6. e-mail Marketing      | Campaigns of mail marketing.<br>Legislation.<br>Tools for email marketing.<br>Practical development with tools for email marketing       |
| Subject 7. New formats           | New formats of multimedia<br>Podcasting<br>Transmedia actions  |

### Planning

|                          | Class hours | Hours outside the classroom | Total hours |
|--------------------------|-------------|-----------------------------|-------------|
| Lecturing                | 12          | 0                           | 12          |
| Presentation             | 1           | 0                           | 1           |
| Project based learning   | 15          | 100                         | 115         |
| Objective questions exam | 2           | 20                          | 22          |

\*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

### Methodologies

|                        | Description  |
|------------------------|--|
| Lecturing              | Exhibition by part of the professor of the contents on the matter object of study, theoretical bases and/or guidelines of a work, exercise or project to develop by the student, as well as applications to employ |
| Presentation           | Exhibition by part of the students in front of the professor and/or a group of students of contents of the subject or of the resulted of one exercise or project... Can be carried out individually or in group.   |
| Project based learning | The students have to design a project of creation of a campaign, including the creation of a site for the promotion of the project, service or administration in the digital means.                                |

### Personalized assistance

| Methodologies          | Description  |
|------------------------|--|
| Project based learning | The preparation of the projects will have tutoring and personalised attention in the schedule of virtual tutoring and through the teleformation platform of that employ in the matter, to define at the beginning of the course. |
| Presentation           | The preparation of the projects will have special sessions in group simulating *mentoring of the own project, for advice/develop of activities of the matter and of the process of learning                                      |

### Assessment

| Description | Qualification | Training and Learning Results |
|-------------|---------------|-------------------------------|
|             |               |                               |

|                          |   |    |    |                  |          |
|--------------------------|---|----|----|------------------|----------|
| Project based learning   | Conceptual development and *prototipado of one project interactive<br>Manufacture of the Social Average Plan stop the product pointed out<br>Manufacture of a campaign based in organic traffic<br>Manufacture of a campaign based in traffic paid<br>Manufacture and execution of a schedule of contents stop the social nets employees in the social average plan and other products transmedia derivatives<br>Performing a campaign of email marketing | 80 | A5 | C9<br>C11        | D3<br>D4 |
| Objective questions exam | The examination will take place in the official dates approved pole centre. In exceptional situations will be able to substituted the final examination of the subject presetially by a equivalent exam through *faitic of remote way, respected the date and official hour approved in Together of Faculty   | 20 |    | C9<br>C11<br>C12 |          |

### Other comments on the Evaluation

The works have to deliver in time and form signalled along the subject. Not fulfilling with the dates of delivery and formats will be penalised in the note, if the fault is slight, or even will be evaluated with the minimum mark in case of big mistakes.

The professor reserves the right to ponderar the individual evaluation of each delivery grupal in function of the work exerted of way collaborative.

The student has to approve the theoretical part and the practical part to surpass the matter, with a minimum of 50% of the corresponding punctuation the each one of the parts.

In exceptional situations will be able to substituted the final examination of the subject presetially by a equivalent exam through \*faitic of remote way, respected the date and official hour approved in Together of Faculty

Those people that evaluated in first announcement without taking part of a group of work will not be able to pass the subject. So under in the second announcement contemplates the possibility to deliver all practical work for its evaluation individually

### Sources of information

#### Basic Bibliography

Machado, Carolina & Davim, Paulo, **MBA: Theory and Application of Business and Management Principles**, Springer, 2016

Mejía Llano, J. C., **La Guía Avanzada Del Community Manager**, Anaya Multimedia, 2015

Sanagustín, Eva, **Marketing de contenidos**, Anaya Multimedia, 2013

#### Complementary Bibliography

Anderson, Christoffer et Alt., **Mobile Media Applications □ from concept to cash**, Wiley, 2006

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Bentley, F and Barrett, E, **Building Mobile Experiences**, Mit Press. USA, 2012

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Klopper, E and Haas, J, **The More We Know NBC News, Educational Innovation, a**, Mit Press. USA, 2012

Kraut, R.E. and Resnick, P, **Building Successful Online Communities Evidence-Based Social Design**, Mit Press. USA, 2012

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Postigo, H, **The Digital Rights Movement The Role of Technology in Subverting Digital Copyright**, Mit Press. USA, 2012

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Rheingold , H, □ **Net Smart. How to Thrive Online**, Mit Press. USA, 2012

Rodríguez Fernández, Óscar, **Curso de Community Manager**, Anaya, 2012

Rojas, Pedro y Redondo, María, **Cómo Preparar Un Plan De Social Media Marketing**, Gestión 2000, 2013

Burgs, Marwick & Poell, **The sage handbook of social media**, Sage, 2018

Cobo, S., & Juárez, S. C., **Internet para periodistas: kit de supervivencia para la era digital**, Editorial UOC, 2012

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## **Recommendations**

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### **Subjects that are recommended to be taken simultaneously**

Internships: Professional placement project/P04G190V01981

### **Subjects that it is recommended to have taken before**

Alternative Communication: Virtual Media and new advertising media/P04G190V01903

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## **Contingency plan**

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### **Description**

=== PLANNED EXCEPTIONAL MEASURES ===

In view of the uncertain and unpredictable evolution of the health alert caused by COVID-19, the University has established extraordinary planning that will be activated when the administrations and the institution itself determine that it is necessary, taking into account criteria of safety, health and responsibility, and guaranteeing teaching in a non-presential or totally non-presential scenario. These planned measures guarantee, when required, the development of teaching in a more agile and effective way by being known in advance (or with ample notice) by students and teachers through the standardised and institutionalised tool of the DOCNET teaching guides.

=== ADAPTATION OF THE METHODOLOGIES ===

\* Teaching methodologies that are maintained

All the proposed methodologies are maintained Master class, presentation and project-based learning, as they can be carried out through the remote and faitic campus.

\* Non-presential mechanism for attending to students

Students can arrange and attend tutorials through the Remote Campus' teaching rooms upon request through Faitic or other means provided by the University itself.

=== ASSESSMENT ADAPTATION ===

If necessary, the final exam is eliminated (valued at 20% of the grade) and Project Based Learning is computed at 100% of the grade instead of the initial 80%.

This recalculation is calculated by weighting the grades achieved - regardless of whether they were achieved before or after the exceptional situation - using a simple rule of three to achieve this maximum of 100%

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