



IDENTIFYING DATA

Production and Direction of Branded Contents

Subject	Production and Direction of Branded Contents			
Code	P04G071V01410			
Study programme	Grado en Comunicación Audiovisual			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Optional	4th	2nd
Teaching language	#EnglishFriendly Spanish Galician			
Department				
Coordinator	Máiz Bar, Carmen			
Lecturers	Máiz Bar, Carmen			
E-mail	maizbar@uvigo.es			
Web				
General description	Drawing on the concepts of "branding", "branded content" and "content marketing", this elective course intends to guide students in the creation of content, following defined brand strategies and adapted to current consumer trends.			
	-- English Friendly subject: International students may request from the teachers: a) resources and bibliographic references in English, b) tutoring sessions in English, c) exams and assessments in English.			

Training and Learning Results

Code				
A4	Que los estudiantes puedan transmitir información, ideas, problemas y soluciones a un público tanto especializado como no especializado			
B6	Trabajar en equipo y comunicar las propias ideas mediante la creación de un ambiente propicio.			
B8	Orden y método: habilidad para la organización y temporalización de las tareas, realizándolas de manera ordenada adoptando con lógica las decisiones prioritarias en los diferentes procesos de producción audiovisual			
C23	Analyse and implement strategies of marketing for the development, distribution and consumption of audiovisual and multimedia products oriented to the market.			
D4	Adaptarse a los cambios tecnológicos, empresariales u organigramas laborales			

Expected results from this subject

Expected results from this subject	Training and Learning Results			
Ability to create content for brands.	A4	B6 B8	C23	D4

Contents

Topic				
1. Branding	- Origin - Techniques - Current trends			
2. Brand communications	- Image, identity and reputation - Communication tools - Communication plan			
3. Branded content and content marketing	- Branded content - Content marketing - Storytelling and storydoing			

4. Content	- Classification - Uses - Audiovisual, conversacional, entertaining, editorial
5. Content planing	- Research - Objectives - Audiences - Strategies - Actions - Timing
6. Case studies	- Analysis and development of content for brands

Planning

	Class hours	Hours outside the classroom	Total hours
Case studies	30	30	60
Mentored work	15	50	65
Seminars	25	0	25

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

Methodologies

	Description
Case studies	Study and analysis of brand content.
Mentored work	Design and development of brand content.
Seminars	Theoretical explanations and practical exercises on brand content.

Personalized assistance

Methodologies	Description
Case studies	The teachers will guide the students in the preparation and development of the assignments. Information about the tests and papers, their format, length, deadlines and delivery methods will be detailed during the classes and through the Moovi platform. It is the student's responsibility to be aware of the information required to pass the course.
Mentored work	The teachers will guide the students in the preparation and development of the assignments. Information about the tests and papers, their format, length, deadlines and delivery methods will be detailed during the classes and through the Moovi platform. It is the student's responsibility to be aware of the information required to pass the course.
Seminars	The teachers will guide the students in the preparation and development of the assignments. Information about the tests and papers, their format, length, deadlines and delivery methods will be detailed during the classes and through the Moovi platform. It is the student's responsibility to be aware of the information required to pass the course.

Assessment

	Description	Qualification	Training	and Learning	Results
Case studies	Study and analysis of brand content.	35	A4	B6 B8	C23 D4
Mentored work	Design and development of brand content.	35	A4	B6 B8	C23 D4
Seminars	Theoretical explanations and practical exercises on brand content.	30	A4	B6 B8	C23 D4

Other comments on the Evaluation

1. In order to pass the course with the continuous assessment system described above, it will be necessary to submit and present all assignments and exercises, obtaining a minimum passing grade (5) in each of them, and complying with the topics, deadlines and conditions established by the teaching team. In addition, attendance to classes will be mandatory (a maximum of 2 unexcused absences will be allowed throughout the term).

2. In the event that the student wishes to choose the global evaluation system, he/she must present his/her waiver to the continuous assessment system within the period of time and following the procedure established by the School.

3. Description of the global evaluation system:

On the official date scheduled by the School for the final exam, students must:

- Take a theoretical exam, defined by the teaching team (60% of the grade).

- Complete a practical exercise, defined by the teaching team (20% of the grade).
- Submit a paper consisting of the analysis of a content campaign, defined by the teaching team (10% of the grade).
- Submit an assignment consisting of the design and development of content campaign, defined by the teaching team (10% of the grade).

Obtaining the minimum passing grade (5) in each and every one of them.

4. The second-chance assessment process will be the same as that established for the global assessment system.

5. Information about the tests and papers, their format, length, deadlines and delivery methods will be explained in class and through the Moovi platform. It is the student's responsibility to be aware of the information required to pass the course.

Sources of information

Basic Bibliography

Complementary Bibliography

IAB, **Libro Blanco de Branded Content**, <https://iabspain.es/estudio/libro-blanco-branded-content-2022/>, 2022

Olivares-Santamarina, J.; Gago, R., **El Branded Content en la comunicación posdigital: estructuras, aplicaciones y casos de éxito**, 9788418534041, Tirant Lo Blanch, 2021

Eva Sanagustín, **Marketing de contenidos: Estrategias para atraer clientes a tu empresa**, 840918432X, 2, Anaya, 2020

Recommendations