Universida_{de}Vigo

IDENTIFYING DATA	
Content strategies	
Subject	Content strategies
Code	P04M176V01103
Study programme	Máster Universitario en Comunicación en Medios Sociales y Creación de Contenidos Digitales

Descriptors	ECTS Credits	Choose	Year	Quadmester
	3	Mandatory	1st	1st

Teaching language	#EnglishFriendly Spanish Galician
Department	
Coordinator	García Mirón, Silvia
Lecturers	Bastón Meira, Rubén Corbacho Valencia, Juan Manuel García Mirón, Silvia
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General description	In the context characterized by diverse digital communication options, consumers gather information before purchasing a product, compare different offers with other buyers, and hold brands that provide useful content in their day-to-day lives in higher regard. In other words, consumers require brands to offer content that aligns with their interests. This is where inbound marketing and the appreciation of content, created from a strategic perspective, emerge. In this regard, this subject aims to contextualize the content environment and provide information on tasks related to content creation, developing a strategy that aligns with the brand's overall strategy and its marketing and communication objectives, and designing a content plan. English Friendly Program Subject: International students may request from the faculty: a) materials and bibliographic references to follow the subject in English, b) English-language tutorials, c) exams and evaluations in English.

Training and Learning Results

Code	
A1	(*)Posuír e comprender coñecementos que acheguen unha base ou oportunidade de ser orixinais no desenvolvemento e/ou aplicación de ideas, a miúdo nun contexto de investigación.
C6	(*)Habilidade para deseñar a estratexia de contidos de acordo cos obxectivos de comunicación fixados e de desenvolvelos dentro das liñas estratéxicas da organización.
C12	(*)Capacidade para redactar contidos de marca para blogues, webs e redes sociais dentro da estratexia de comunicación dixital dunha organización.
C14	(*)Coñecemento dos elementos técnicos, legais, narrativos e artísticos para a creación e publicación de fotografías, gráficos, vídeo, audio e animación na internet e redes sociais.
D2	(*)Capacidade para comunicarse por oral e por escrito en lingua galega

Expected results from this subject

Expected results from this subject	Training and Learning Results
New	A1 C6
New	C6 C12 C14

New   C6
                                                                                       D2

Contents

Topic	
1. Advertising and Inbound marketing	1.1. Definition and characteristic of Inbound Marketing 1.2. Functions and profits of the Inbound Marketing 1.3. Definition of strategies and actions 1.4. Tools
2. Definition of contents	2.1. Types of contents 2.2. Characteristics 2.3. Filter contents 2.4. Reuse of contents
3. Elements and phases of the strategy of contents for inbound	3.1. What do we want to achieve? Definition of aims and creation of KPIs 3.2. For who do we create contents? Identification of publics and creation of the buyer person 3.3. Which messages do we create? Creation of contents: messages and guide of style. 3.4. Where do we publish the contents? Delimitation of supports. 3.5 When do we publish the contents? Timing of publishing and frequency.
4. Best practices and cases of success in the creation and distribution of contents.	4.1. Cases of success in the creation of contents 4.2. Cases of success in the distribution of contents

Planning

	Class hours	Hours outside the classroom	Total hours
Seminars	18	12	30
Mentored work	2	30	32
Presentation	4	9	13

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

Methodologies

	Description
Seminars	Sessions of participatory classroom to deep on theoretical and practical appearances related with the contents of the subject
Mentored work	Application of the contents of the subject to a mentored work that will consist in the creation of a strategy and plan of contents for a brand

Personalized assistance

Methodologies	Description
Mentored work	It will have sessions of classroom and other tutorials so much face-to-face as no face-to-face reserved for the tutorials and follow-up of the mentored works

Assessment

	Description	Qualification	Training and Learning Results	
Seminars	Participatory classroom sessions to delve into theoretical and practical aspects related to the subject's content. Attendance, participation, and submission of tasks completed in the classroom are evaluated.	40	A1 C6 C14	
Mentored work	Application of the subject's content to a supervised project that involves creating a content strategy and plan.	40	C6 C12	D2
Presentation	Oral presentation of the supervised project.	20	C6	D2

Other comments on the Evaluation

OTHER GUIDELINES REGARDING CONTINUOUS EVALUATION

- The supervised work consists of a written assignment and an oral presentation of the proposal.

- It is necessary to pass each of the proposed assignments to pass the subject, with a minimum grade of 50%. If not the case, the student will receive a failing grade in the subject.

- In the second opportunity, the same evaluation system and criteria established for the first opportunity will be taken into account, although the assignments and activities will be done individually.

GUIDELINES FOR GLOBAL EVALUATION

- The global evaluation system applies to those students who expressly waive the continuous evaluation system, which is the recommended system for taking this subject.

- This waiver must be made within the first month of teaching the subject, following the protocol guidelines approved by the Faculty of Communication Board and after informing the teacher.

- The global evaluation system will consist of an official theoretical exam (40%) and the development of an assignment comprising a written dossier (40%) and an oral presentation (20%), to be done individually. This assignment will involve creating a brand with the development of its strategy and content plan for social media.

- Each of the three assessments must be passed separately in order to pass the subject.

- Global evaluation exams will only be conducted on the official date approved by the institution.

- The assignment will not be accepted outside of the official date.

- No tutoring sessions will be provided that consist of explaining theoretical or practical content covered in face-to-face sessions.

- No additional materials will be provided beyond those incorporated in the Moovi online teaching platform for students who waive the continuous evaluation system.

Other aspects to consider
This subject is taught in face-to-face mode, so it is the students' duty to attend the teaching sessions according to the schedule established by the institution.
As mentioned when explaining the continuous evaluation system, attendance will be taken in all sessions (attendance sheet indicating name, ID, and signature).
This regulation applies to all enrolled students in this subject WITHOUT EXCEPTION.
The course guide presents the general outline of the subject. Due to space limitations and the impossibility of uploading additional documentation on the Docnet platform, more specific details regarding the global evaluation system will be managed through the Moovi platform in due time.
For everything not explicitly contemplated and/or detailed in this guide, the instructions of the "Regulamento sobre a avaliación, a calificación e a calidade da docencia e do proceso de aprendizaxe do estudantado" (Approved by the Board on April 18, 2023) will be taken as reference. Available at: https://secretaria.uvigo.gal/uv/web/normativa/public/show/565

Sources of information
Basic Bibliography
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Sanagustín Fernández, E., **Marketing de contenidos: estrategias para atraer clientes a tu empresa**, Anaya Multimedia, 2013
Sanagustín Fernández, E., **Plan de contenidos para medios sociales**, Editorial UOC, 2017
Campos, Carlos J., **Contenido para convencer : curso general de estrategia de contenidos : 24 lecciones para la formación de estrategias de contenidos in-house**, Estrategia del contenido, 2021
Complementary Bibliography
Aguado Guadalupe, G., **Inbound Marketing en LinkedIn para la gestión de marca**, Icono 14, 2015
Toledano Cuervas-Mons, F.; Miguel San Emeterio, B., **Herramientas de marketing de contenido para la generación de tráfico cualificado online**, Opción, Año 31, No. Especial, 2015
Castelló Martínez, A., **La estrategia de medios sociales, el Inbound Marketing y la estrategia de contenidos: Marketing de Atracción 2.0**, 2013
García, I., **Human media. Las personas en la era de internet**, Formación Alcalá, 2014
Alonso Coto, M., **El plan de marketing digital**, Pearson Educación, 2008
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CONTENT MARKETING INSTITUTE, **B2B Content Marketing Benchmarks, Budgets and Trends. North America.**,
HANDLEY, A Y CHAPMAN, C. C., **Content rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business**, 2012
Regueira, J., **Big Brother is dead. El día que el consumidor hizo callar a las marcas.**, ESIC Editorial, 2011
PULIZZI, J., **Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less.**, Mc Graw-Hill, 2013
PATRUTIU-BALTES, L., **Inbound Marketing - the most important digital marketing strategy**, Bulletin of the Transilvania University of Bra&amp, 2016
VINEREAN, S., **Content Marketing Strategy. Definition, Objectives and Tactics**, Expert Journal of Marketing 5(2), 2017
Sanagustín, E., **Estrategia de contenidos: Técnicas para que tu empresa crezca**, Eva Sanagustín Fernández, 2016
Ávila, C., **Estrategias y marketing de contenidos**, Anaya Multimedia, 2019

Castelló Martínez, A & Barrilero-Carpio, BC., **La estrategia de contenidos en YouTube de los principales anunciantes españoles**, AD Research, 2021, Vol.25 (25), p.44-69, AD Research, 2021

Fernando Toledano Cuervas-Mons, Begoña Miguel San Emeterio, **ARTIGO Herramientas de marketing de contenido para la generación de tráfico cualificado online = Content Marketing Tools for Qualified Web Traffic**, Opción: Revista de Ciencias Humanas y Sociales.-- Año 31 No. Especial 4, (2015) pp. 978 - 996, Revista Opción, 2017

Rock Content, rockcontent.com,

We are content, wearecontent.com,

Hubspot, hubspot.com,

Aula CM, aulacm.com,

Inbound Cycle, https://www.inboundcycle.com,

Recommendations

Subjects that continue the syllabus

Audiovisual content design and online distribution/P04M176V01204

Audiovisual storytelling in digital contexts/P04M176V01203

Subjects that are recommended to be taken simultaneously

Strategic management of digital communication/P04M176V01102

Subjects that it is recommended to have taken before

Social media ecosystem and digital tools/P04M176V01101