



IDENTIFYING DATA

Master thesis

Subject	Master thesis			
Code	P04M176V01206			
Study programme	Máster Universitario en Comunicación en Medios Sociales y Creación de Contenidos Digitales			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	1st	2nd
Teaching language	#EnglishFriendly Spanish Galician			
Department				
Coordinator	Míguez González, María Isabel			
Lecturers	Míguez González, María Isabel			
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Web				
General description	Master thesis			

Training and Learning Results

Code	
A5	(*)Que os estudantes posúan as habilidades de aprendizaxe que lles permitan continuar estudando dun modo que habrá de ser en gran medida autodirigida ou autónoma.
C19	(*)Coñecemento dos contextos e procesos do emprendemento empresarial.
D3	(*)Sustentabilidade e compromiso ambiental. Uso equitativo, responsable e eficiente dos recursos
D4	(*)Habilidade para a xestión da marca persoal e a propia reputación dixital.
D5	(*)Habilidade para a integración e aplicación de coñecementos nun proxecto de comunicación dixital.

Expected results from this subject

Expected results from this subject	Training and Learning Results
New	A5 C19 D5
New	A5 C19 D4
New	D3 D4 D5

Contents

Topic

Social media plan (maximum 20,000 words)	Description and prior analysis of the personal profile or brand on which the work will be developed. Definition of objectives to be achieved. Description of audiences or target audience. Creation of a graphic corporate identity, with the necessary adaptations for the use of a blog and on social networks. Description of the strategy formulated and the proposed actions. These actions must include the creation of a blog and the presence of at least three social networks. From the point of view of content, it will be necessary to generate pieces of all kinds (text, image, photography, audiovisual, infographics ...) Plan development schedule: a plan must be included that includes a minimum of five blog entries and 100 pieces for social media. For the calculation of 100 published pieces, both the own content and the curation of third-party content related to the brand will be taken into account; in this sense, the volume of public pieces will be the sum of the publications in the set of social networks selected in the social media plan. Description of the metrics and indicators that will be used for the evaluation of the plan.
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Planning

	Class hours	Hours outside the classroom	Total hours
Mentored work	10	138	148
Presentation	2	0	2

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

Methodologies

	Description
Mentored work	The Master's Thesis consists of a practical project in which students, individually, will design and implement their own communication strategy on social media and digital media to build a reputation for the job market or entrepreneurship. Thus, within this framework, two types of work will be admitted: work on the development of the student's personal brand in the online field and work on a trademark owned by the student. The work will cover both aspects related to strategy, metrics and evaluation of the effectiveness of the actions presented and those related to the creation of digital content (web or blog, writing, design, photography and video).

Personalized assistance

Methodologies Description

Mentored work	The Master's Thesis is a supervised work, which is carried out under the supervision of a tutor. The Master's Degree Academic Committee will be in charge of assigning tutors. The role of the tutors will be to guide the student during the performance of the work, supervise it and ensure compliance with the requirements set for its completion. However, it should be borne in mind that it is not the tutors, but the students, who are responsible for the development of the work, so the tutors, although they can advise, should not generate content for the projects or take an active part in their elaboration. . The tutor must issue a favorable report so that the student can defend his / her work.
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Assessment

Description	Qualification	Training	Learning	Results
Presentation Execution and presentation of the master's thesis.	100	A5	C19	D3 D4 D5

Other comments on the Evaluation

The works will be evaluated by a court. In order for the work to be considered completed, in addition to the quality of the material submitted, the student must have achieved at least the following achievements:

- Presentation of a social media plan that contains all the sections indicated in the contents section.
- Publication of a minimum of 5 blog entries, of at least 500 words each, which will include audiovisual content (images, video, audio, hyperlinks ...) generated by the student.
- Publication of a minimum of 40 entries on social networks, in which a video of one's own creation and an infographic will be used at least once.

Sources of information

Basic Bibliography

Complementary Bibliography

Recommendations

