



IDENTIFYING DATA

Multimedia and web advertising production

Subject	Multimedia and web advertising production			
Code	P04G190V01801			
Study programme	(*)Grao en Publicidade e Relacións Públicas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	4th	2nd
Teaching language	Spanish Galician			
Department				
Coordinator	Martínez Rolán, Luís Xabier			
Lecturers	Martínez Rolán, Luís Xabier			
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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. Students employs the digital social media to create a multimedia product and promote it on-line.			

Competencies

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 D4

Contents

Topic	
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Subject 1: Interactiveness.	What means and by that matters. Internet
Subject 2: Web oriented design	Design of the information Design of the interaction 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. Strategies in social networks. Metric and analysis
Subject 6. e-mail Marketing	Campaigns of mail marketing. Legislation. Tools for email marketing. Practical development with tools for email marketing
Subject 7. New formats	New formats of multimedia Podcasting Transmedia actions

Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	6	0	6
Presentation	2	0	2
Project based learning	15	105	120
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	80	A5	C9	D3
	Manufacture of the Social Average Plan stop the product pointed out			C11	D4
	Manufacture of a campaign based in organic traffic				
	Manufacture of a campaign based in traffic paid				
	Manufacture and execution of a schedule of contents stop the social nets employees in the social average plan and other products transmedia derivatives				
	Performing a campaign of email marketing				
Objective	The examination will take place in the official dates approved pole centre. In	20		C9	
questions exam	exceptional situations will be able to substituted the final examination of the subject presetially by a equivalent exam through *fatic of remote way, respected the date and official hour approved in Together of Faculty			C11	
				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 *fatic 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

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

Complementary Bibliography

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

Berners □ Lee, Tim, **Weaving the web. The past, Present and Future or the World Wide Web**, Orion Business Book, 1999

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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McConnell, Steve, **Software Project Survival Guide**, Microsoft Press, 2000

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Nielsen, Jacob, **Designing web usability**, New Riders Publishing, 2000

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

Reig Hernández, Dolores, **Socionomía: ¿vas a perderte la revolución social?**, Deusto, 2012

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

Recommendations

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

Contingency plan

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 fatic campus.

* Non-presential mechanism for attending to students

Students can arrange and attend tutorials through the Remote Campus' teaching rooms upon request through Fatic 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%