



PRESENTACIÓN

Content management in a digital environment poses innumerable challenges from the point of view of how to make decisions regarding its dissemination and distribution, as well as the evaluation of its effectiveness. In this sense, media planning has been gaining prominence in the marketing and communication departments of companies, due to its impact on company results and its influence on growth and profitability. However, fragmentation, digitization and the emergence of new disciplines has greatly complicated the process of strategic planning and media buying, adding its own often arcane language and increasing confusion about this discipline. The subject of digital content management establishes a solid foundation for understanding the activity of the media, the different modes of dissemination and distribution of content, and its role in marketing communication processes.

- **Carácter:** Básica
- **ECTS:** 6
- **Curso y semestre:** Second course, fsecond semester
- **Idioma:** English
- **Título:** Marketing Degree
- **Módulo y materia de la asignatura:** LEVEL 4. Module (Communication and Branding); LEVEL 2. Subject (Fundamentals of Communication)
- **Profesor responsable de la asignatura:** [Ángel Arrese](#)
- **Profesores:** [Eugenio Gómez-Acebo](#) (Profesor Invitado)
- **Horario:** Jueves, 17.30-19.30; Viernes, 10:00 a 12:00
- **Aula:** Aula 1 jueves, aula 2 viernes

COMPETENCIAS

CORE COMPETENCIES

CB1 - That students have demonstrated possession and understanding of knowledge in an area of study that builds on the foundation of general secondary education, and is usually at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.

CB2 - That students know how to apply their knowledge to their work or vocation in a professional manner and possess the competencies usually demonstrated through the development and defense of arguments and problem solving within their field of study.

CB3 - That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include reflection on relevant social, scientific or ethical issues.

CB4 - Students should be able to convey information, ideas, problems and solutions to both specialized and non-specialized audiences.

CB5 - That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

GENERAL COMPETENCES



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CG2 - Know and value the role of marketing from a multidimensional perspective: historical, economic and business, legal, sociological, deontological and technological.

GC3 - Knowing the tools and techniques of innovation and entrepreneurship processes that occur around marketing management.

GC5 - Apply leadership, teamwork, planning and time management skills to responsible decision making and marketing problem solving.

CG6 - Use written and oral expression techniques according to the rules of marketing communication, which include the need for analysis, synthesis, creative and strategic approach.

SPECIFIC COMPETENCES

CE17 - Identify the fundamentals of strategic and corporate communication in a global and digital environment.

PROGRAMA

Course Objectives

- To understand the strategic importance of the media planning process within the process of brand building or driving sales.
- To know the main players in the industry, their place among the different communication agencies in the market, their evolution and the future challenges derived from the digital revolution.
- To understand the new digital paradigm, the MarkTech landscape and the key players and their role in the industry value chain
- To understand the media planning and buying process, the terminology used, KPIs.
- To manage and understand the data sources and tools used by the industry.
- To understand the role of digital media in the media plan and the particularities of media buying.
- To be able to evaluate, make decisions and plan a communication and media strategy for different brand objectives (launch, sale of new services, seasonal campaign, etc).
- To clarify a relevant discipline that over the years has gained complexity and its own "jargon".

Program

- 1.Relevance of media today for marketing and communications professionals
- 2.A brief history of advertising and media
- 3.How advertising works
- 4.Marketing and Media Arithmetics
- 5.Key Industry Players: Advertisers



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- 6.Key Industry Players: Media
- 7.Key Industry Players: Agencies
- 8.Key Industry Players: Digital Media
- 9.Key Industry Players: GAFA
- 10.Video Planning Concepts
- 11.Introduction to the Media Planning Process: Budget Setting
- 12.Media Planning Process: Briefing and KPIs
- 13.Media Planning Process: Analysis of Category, Brand, Consumer
- 14.Media Planning Process: Strategy and Execution
- 15.Media Negotiation and Trading
- 16.Programmatic Trading
- 17.Data & Analytics
- 18.MarTech and AdTech Environment

ACTIVIDADES FORMATIVAS

Course dynamics

Lectures

Sessions with external speakers

Practical cases to be discussed in class

Practical exercises indicated by section to be developed in groups

Discussion in each class of a relevant industry term, its importance and implications.

Examples:

Advertising fraud

GDPR

Media auditing

Programmatic buying

The streaming wars

The big resignation

Meaning and Purpose

Digital transformation

The death of cookies



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Influencers.

Learning activities

Lectures (60 hours)

Individual and group works (40 hours)

Personal study (50 hours)

Exam (2 hours)

EVALUACIÓN

CONVOCATORIA ORDINARIA

CONVOCATORIA EXTRAORDINARIA

HORARIOS DE ATENCIÓN

Dra.....(mail@unav.es)

- Despacho..... Edificio. Planta
- Horario de tutoría:

BIBLIOGRAFÍA

Los materiales se facilitarán durante las clases y serán compartidos en ADI