Universidad de Navarra

Digital Content Management (Gr. Marketing)

Guía docente 2026-27

INTRODUCTION

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.

- **Type of course**: compulsory (Obligatoria)
- **Number of credits:** 6
- **Curso y semestre**: Second course, second semester
- **Language of instruction:** English
- **Degree:** Marketing Degree
- **Module and subject**: Module IV: Communication and Branding; NIVEL 1: Fundamentals of Communication
- **Professor in charge: Dra. Mónica Recalde**, profesora contratado doctor
- **Lecturer**: Eugenio Gómez-Acebo, profesor invitado
- **Venue**: Thursday, 17.30-19.30; Friday, 10:00 a 12:00. Room 4 Thursday, room 3 Friday

RESULTADOS DE APRENDIZAJE (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

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.

SYLLABUS

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

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

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".

EDUCATIONAL ACTIVITIES

Lectures (60 hours)

Individual and group works (40 hours)

Personal study (48 hours)

Exam (2 hours)

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

Influencers.

ASSESMENT

CONVOCATORIA ORDINARIA

Mid-Term Quiz 15%

Class Assignments 25%

Group Assignment 10%

Final Exam 50%

EXTRA:

- Class attendance, participation and engagement 10%

CONVOCATORIA EXTRAORDINARIA

- 100% final exam

OFFICE HOURS

Eugenio Gómez-Acebo.(egomezace@external.unav.es)

- Despacho 0701 Edificio. Ismael Sánchez Planta 1º
- Horario de tutoria: viernes 9 a 10 horas

REFERENCES

The primary materials will include class notes and presentations. In preparing these, I have drawn on a variety of resources, with the most important ones being:

Geskey, R. (2017) Media Planning & Buying in the 21st Century. Integrating Traditional& Digital Media. Marketing Communications LLC Find it in the Library

Young, A. (2014). Brand Media Strategy. Integrated Communications Planning in the Digital Era. Palgrave Macmillan Find it in the LIbrary

Kelley, L. D., Sheehan, K. B., Dobias, L., Koranda, D. E., & Jugenheimer, D. W. (2022). Advertising media planning: a brand management approach. Routledge.Find it in the Library

Sharp, B., & Romaniuk, J. (2016). How brands grow. Melbourne: Oxford University Press. Find it in the Library

I have used ChatGPT 4o for editing purposes.