COURSE DATA

DATA SUBJECT

Code: 40105
Name: Message and media planning
Cycle: Master's Degree
ECTS Credits: 5
Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
2114 - Master's Degree in Marketing and Market Research	Facultat d'Economia	1	Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2114 - Master's Degree in Marketing and Market Research	Specialty in communication	ELECTIVES

COORDINATION

HERNANDEZ FERNANDEZ MARIA ASUNCION

SUMMARY

In the subject Message and Media Planning, three basic aspects will be analysed: media selection criteria; strategy and media plan; and analysis of advertising formats and media characteristics. The first part, called Selection Criteria of media, is broken down into four themes whose purpose is to analyse the nature of media planning and its link with the campaign of communication, to subsequently enter the qualitative, audience, economic and efficiency criteria in the choice of media. The second part, called Analysis of the advertising formats and characteristics of the media, covers two topics, and focuses on exclusive in the study of advertising in each of the media, analysing the characteristics from the point of view of its advertising use, its commercial formats and commercialization. The third and last part is configured by a set of tools of communication that we have grouped under the name Strategy and media plan; specifically, the student will be introduced in the field of the planning approaches and, in a prominent way, in the planning programs and, particularly, in the TOM-Micro. It is, in definitive, to familiarize the student with certain computer tools such as the TOM-Micro, of which there is already an agreement with the owners, Odec, S.A. for use on the basis of data from the audience study of the Association for Media Research Communication, AIMC. Finally this part concludes with the media planning strategy.

The purpose of this subject is to specialize the student in the field of media. It consists of the theoretical-practical study of the audience habits and the characteristics of the media as a basis for advertising based on your objectives and budget constraints.

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

No enrolment restrictions have been specified with other subjects of the curriculum.

In relation to other subjects of the same degree, no enrolment restrictions have been specified with other subjects of the curriculum. The previous knowledge is that of access to the Master.

COMPETENCES / LEARNING OUTCOMES

2073 -

Capacidad de análisis y síntesis de las lecturas y casos que se incluyen en el programa.

Capacidad de aplicar conocimientos teóricos a un problema práctico

Capacidad de aplicar conocimientos teóricos y prácticos a una situación concreta.

Capacidad para construir un texto escrito comprensible, organizado, bien documentado e ilustrado.

Capacidad para definir una campaña de comunicación de imagen corporativa.

Conocer las costumbres y prácticas del sector de los anunciantes, agencias de promoción y medios de comunicación.

Desarrollo de la capacidad de crítica ante los trabajos de los compañeros y de autocrítica ante los propios.

Dirigir una campaña publicitaria que incluya un plan de medios y soportes publicitarios.

Habilidad para argumentar desde criterios razonables.

Manejar programas informáticos clave en la toma de decisiones de comunicación.

Manejar y/o conocer los programas informáticos necesarios para la elaboración de presentaciones y diseño gráfico; así como del plan de medios.

Promover el desarrollo de actitudes y valores que establezcan condiciones favorables para un comportamiento ético en el desarrollo de la actividad profesional.

Seleccionar los medios convencionales versus no convencionales más adecuados en cada situación.

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Be able to integrate new technologies in their professional and/or research work.

Poseer las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo.

Saber aplicar los conocimientos adquiridos y ser capaces de resolver problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio.

Saber comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades.

Saber trabajar en equipo con eficacia y eficiencia.

Ser capaces de buscar, ordenar, analizar y sintetizar la información, seleccionando aquella que resulta pertinente para la toma de decisiones.

Ser capaces de integrar conocimientos y enfrentarse a la complejidad de formular juicios a partir de una información que, siendo incompleta o limitada, incluya reflexiones sobre las responsabilidades sociales y éticas vinculadas a la aplicación de sus conocimientos y juicios.

DESCRIPTION OF CONTENTS

1. Part I: Criteria for selecting media

Topic 1. Introduction to media planning
Topic 2. The advertising environment
Topic 3. Objective and subjective elements of media planning
Topic 4. Information Sources. Audience studies

2. Part II: Analysis of the advertising formats and characteristics of the media

Topic 5. Conventional media
Topic 6. Media: new media

3. Part III: Strategy and Media Plan

Topic 7. Practical models of media planning: TOM-Micro Program
Topic 8. How to make a media plan

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Seminar	5,00
Group work	2,00
Computer classroom practice	34,00
Total hours	**41,00**

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	6,50
Individual or group project	10,00
Independent study and work	7,50
Preparation of lessons	45,00
Preparation for assessment activities	21,50
Resolution of case studies	0,00
Total hours	**90,50**

TEACHING METHODOLOGY

The teaching methodology will be based on:

• Theoretical classes through participatory lectures

• Discussion of articles (readings)

• Project development

• Expert conferences

• Team work

Given the characteristics and nature of the following activities: continuous evaluation in class, group work in subject matter of the subject; Group work in the development of a common theme of the specialty, delivery of practices and oral presentation, THESE ACTIVITIES ARE NOT RECOVERABLE

The proposed methodology can be developed both in person and remotely if the circumstances require it.

EVALUATION

Final exam-50%

Continuous assessment-5%

Individual work-15%

Teamwork-15%

Delivery of practices-10%

Oral presentation of group work-5%

If necessary, the weight of academic assignments may be increased, to adjust to possible teaching situations until reaching 100% of the grade.

REFERENCES

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