

DIGITAL STRATEGY AND CREATIVITY

SYLLABUS

Postgraduate Diploma | 1st Edition
Master Degree | 1st Edition



Introduction

The Internet is the only medium that has continued to grow in consumption and advertising investment year after year. It is currently unthinkable to conceive of a communication campaign without digital media.

In the Master's in Strategy and Digital Creativity you will study, from a **practical and updated perspective**, the different mechanisms that the communicator can use to launch a **message with content and that contributes value** to both the brand and the user. You will also receive training in research tools that you will apply to deepen your knowledge in the **specific field** that most interests you.

First course (Postgraduate)

Second course (Master)

Strategic Planning of Digital Communication

Creativity Applied to the Digital Environment

Digital Marketing

Digital Communication Campaign

Fundamentals of Digital Communication Research

Interactive Research

Master's Final Project

STRATEGIC PLANNING (1ST course)

The objective of the module is to **establish the strategic bases** to understand the **interactive digital communication environment**

You will work on the fundamentals of traditional advertising In Internet (digital marketing, web analytics, SEM / SEO ...) and the **new trends of the sector** (mobile-local social strategies). You will learn to use the tools that Google offers and to make a campaign of banners. From then on, you will work on **creating a strategy for a campaign of digital communication** studying the paradigm shift From 1.0 to 2.0..

Key Concepts: Display, Adwords, SEO, SEM, Permission, Affiliate Programs, Integrations, Social Networks, Mobility, Web 2.0, Strategic Planning, Analysis of Consumer, Cocreation



Andrea Skarica

eWonderwall
Online Advertising



Victor de la Fuente

Nestle
Digital Strategy I



Yolanda Franco

UOC
Digital Strategy II

DIGITAL CREATIVITY (1ST course)

In this course you will work the **purely creative aspect of the digital communication**.

You will discover the **new reality of creativity** in the digital world and its impact on the creative process. You will work in the **generation of ideas and creative communication actions** for real brands: first, exploiting the potential of new media and channels; And secondly, projecting the marks towards the future with actions even more innovative through the use of technology. Finally, learn from the best **case studies** and understand the keys to evaluate advertising messages with good criteria.

Key Concepts: Digital Creativity, Creative Process, Interactive Ideas, New Generation Channels, Digital Media, Projecting Ideas to the Future, Creativity and Technology, Case Studies, Evaluation of the Publicity Message.



Vicente Reyes

Herraiz Soto & Co

Digital Creativity, Interactive Idea Generation, Projection of Creative Ideas

DIGITAL MARKETING (1ST course)

This module explores in depth various areas and **specific communication tools** related with **digital and interactive campaigns**.

During these sessions you will receive talks from professionals in a “conference cycle” mode, which will show you the different specific tools and disciplines of the digital and interactive communication: **blog marketing, mobile and apps, technologies associated with digital communication, E-commerce, usability, advergaming, etc**

Key Concepts: Advergaming, eCommerce, Mobile and Apps, Technologies in Digital Communication, Blog Marketing, Legislation, Usability



Arol Viñolas
Lafosca, Codeworks
Technology, Advergaming,
Usability, Presentations



Alexia Herms
BeAgency
Blog Marketing



Francesca Ceron
DO BCN
Mobile Marketing



Victor de la Fuente
Nestle
e-Commerce



José Manuel Valdés
BB2B
Legislation

COMMUNICATION CAMPAIGN (1ST course)

You will receive a **briefing from a real client** and you will work on the development of a **integral digital communication campaign** with the help of your tutor.

Some of our clients in previous editions:

2018 - Etnia Barcelona

2017 - Som Energia

2016 - Puig

2015 - Moritz Epidor

2014 - Moritz

2013 - Mango

2012 - F.C. Barcelona

2011 - San Miguel

2010 - RayBan

2009 - Reebok

Key Concepts: Advertising, Communication 2.0, Strategy, Target, Brand, Briefing, Actual Customer, Campaign, Presentations



David Roca

UAB

Introduction



Georgeta Ion

UAB

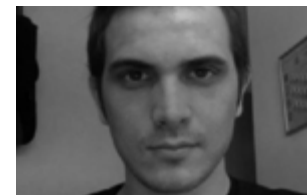
Group dynamics



Vicente Reyes

Herraiz Soto

Defence



Arol Viñolas

Lafosca, Codeworks

Defence



Gloria Muñoz

Venca, Barcelona School of Management

Defence

FUNDAMENTALS OF RESEARCH (2ND course)

In order to achieve a deep understanding of the digital communication, you will learn the necessary **research tools** to develop **your own theories** and discover **new points of view** on the specific strategy aspect and digital creativity in which you want to specialize.

Key Concepts: Online Research, Interactive Resources, In-depth Interviews, Qualitative / Quantitative Techniques / Experimental, Digital Research Tools, Documentation and Sources of Information



Maria Teresa Soto

UAB

Basic research in interactives: the research proposal, Basic research in interactive: qualitative, quantitative and experimental techniques



David Roca

UAB

Basic research in interactives: the research proposal



Elisenda Estanyol

UOC

Basic research in interactive: qualitative, quantitative and experimental techniques



Alfons González

UAB

Documental sources & online and interactive research tools

INTERACTIVE RESEARCH (2ND course)

You will develop an investigation that will aim to study the field of strategy and digital creativity that most interest you.

This should be adapted to the development needs of the current industry, and may be a research project **applied to the concrete reality of an enterprise, or a more academic approach.**

In both cases, field work is of eight months with the **supervision of a tutor** of the UAB.

Key Concepts: Scientific Research Process, Monitoring and Mentoring, Hypotheses and Questions of Research, Methodological Approach, Fieldwork



Elisenda Estanyol

UOC

Research in interactives tutor



David Andreu Domingo

Mailshaker, Anxanet

Research in interactives tutor



Manel Vinyals

UAB

Research in interactives tutor



Alfons González

UAB

Research bibliography tutor



Maria Teresa Soto

UAB

Research progress tutor



FINAL MASTERS WORK (2ND course)

After collecting all the information in the interactive research module, **you must present your results in a document** between 30 and 60 pages. You will need to **extract conclusions and try to answer the hypotheses or research questions** you have raised.

You must do the work individually and **defend it before a board of doctoral professors** of the UAB.

We will assist you to present your work at the **Prat Gaballí awards** to promote research in advertising and public relations, which consists of an award of € 3,000.

Key Concepts: Specializing, Discovery, Presentation, Results, Generation of New Knowledge.

STILL HAVE QUESTIONS?


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If you wish, we can put you in contact with one of our alumni to talk regarding the quality and level of our program.

The Master's and Postgraduate Diploma in Digital Strategy and Creativity are initiatives of the Platform  and the Universitat Autònoma de Barcelona.

YOU CAN ALSO FOLLOW US ON

