

COURSE PROGRAM

Academic Year: 2025/2026

Identification and characteristics of the course			
Code	500363	ECTS Credits	6
Course name (English)	Audiovisual communication and digital advertising		
Course name (Spanish)	Comunicación audiovisual y publicitaria digital		
Degree programs	Degree in Audiovisual Communication / Double Degree in Audiovisual Communication and Information & Documentation		
Faculty/School	Faculty of Documentation and Communication Sciences		
Semester	2	Type of course	Compulsory
Module	Theory and Practice of Audiovisual Media		
Matter	Audiovisual Content		
Lecturer/s			
Name	Office	E-mail	Web page
María García García	D05	mgargar@unex.es	
Subject Area	Audiovisual Communication and Advertising		
Department	Information and Communication		
Coordinating Lecturer (If more than one)	María García García		
Competencies /Learning Outcomes*			
CAV			
CB2 - Students must be able to apply their knowledge to their work or vocation in a professional manner and possess the competencies typically demonstrated through the development and defense of arguments and problem-solving within their field of study.			
CB3 - Students must have the ability to gather and interpret relevant data (normally within their field of study) in order to make judgments that include reflection on relevant social, scientific, or ethical issues.			
CB4 - Students must be able to communicate information, ideas, problems, and solutions to both specialized and non-specialized audiences.			
CB5 - Students must have developed the learning skills necessary to undertake further studies with a high degree of autonomy.			
CG1 - To promote critical, analytical, and reflective abilities in relation to audiovisual communication, with technical and aesthetic knowledge of the forms, processes, and trends of visual communication in our environment.			
CG3 - To provide comprehensive knowledge of audiovisual creation and dissemination techniques and processes in their various stages, as well as the interrelationships among the agents of audiovisual communication: authors, institutions, companies, media, platforms, and			

* The sections concerning competencies, course outline, educational activities, teaching methodologies, learning outcomes and assessment systems must conform to that included in the ANECA verified document of the degree program.

audiences. This training will enable students to make creative and professional decisions in the field of communication and in the management of technological and human resources in companies within the sector.

CG5 - To acquire the skills necessary to work in companies associated with the audiovisual industry and in organizations requiring communication services, plans, and strategies.

CT5 - To have the ability to develop a sense of solidarity: the capacity to foster behaviors based on respect for different people and cultures around the world, equal opportunities and universal accessibility for people with disabilities, the values of a culture of peace, democratic principles, and respect for human rights.

CT7 - To have the ability to appropriately present the results of work and research, orally or with the support of media, in accordance with the standards of communication disciplines.

CT11 - To have the ability to work in teams and communicate one's own ideas, as well as the ability to integrate into a common project aimed at achieving results.

CT15 - To have the ability to establish order and method: skills in organizing and scheduling tasks, making priority decisions in different communication processes and strategies.

CT16 - To have the ability to communicate information, ideas, problems, and solutions to both specialized and non-specialized audiences.

CE1 - To have the ability and skills to plan and manage resources.

CE6 - To have the ability to apply techniques and processes in the organization and creation of multimedia products.

CE8 - To have the ability to write texts, outlines, or scripts fluently.

CE9 - To have the ability to analyze audiovisual narratives.

CE16 - To have the ability to carry out the technical organization of sound and visual materials according to a specific concept or idea.

CE19 - To have the ability to plan communication strategies serving the interests of companies, institutions, and media organizations.

CE27 - To know, identify, and apply resources, elements, methods, and procedures involved in the construction and analysis of both linear and non-linear audiovisual narratives, including the design, establishment, and development of strategies, as well as the application of persuasive communication policies in audiovisual markets.

CE32 - To have the ability to gather and interpret relevant data within the field of audiovisual communication in order to make judgments that include reflection on relevant social, scientific, or ethical issues.

INDO

CT1 - Ability to analyze and synthesize information applied to information management and organization.

CT5 - Ability to organize and plan one's own work.

CT6 - Ability to work in teams and integrate into multidisciplinary teams.

CT8 - Critical reasoning in the analysis and evaluation of alternatives.

CT10 - Ability for autonomous learning.

CT11 - Ability to adapt to changes in the environment.

CT12 - Ability to undertake improvements and propose innovations.

CT13 - Leadership and management skills.

CT14 - Ability to develop a sense of solidarity: the capacity to foster behaviors based on respect for different people and cultures around the world, equal opportunities and universal accessibility for people with disabilities, the values of a culture of peace, democratic principles, and respect for human rights.

Contents

Course outline*

Concept of audiovisual communication in the digital environment and typology of products.
 Concept of advertising in the digital environment and typology of advertising creations.
 Characteristics of digital and interactive audiovisual products. Characteristics of digital and interactive advertising. Development of audiovisual and advertising products for the Internet.

Course syllabus

BLOCK 1: Understanding the Digital Environment: Online Marketing

Topic 1: A Brief History: From Banners to the Social Web

Contents of Topic 1:

- History of the Internet
- Advertising space on the Internet
- Origins of interactive advertising
- Interactive advertising: advantages and disadvantages
- The connected audience
- Owned media
- Paid media
- Future and trends

Description of the practical activities for Topic 1:

The practical activity will consist of developing tasks related to a digital communication plan, which will be distributed throughout the different topics according to the client's requirements.

Topic 2: The Online Marketing Plan: Phases

Contents of Topic 2:

- Introduction
- Research
- Marketing plan

- Evaluation

Description of the practical activities for Topic 2:

The practical activity will consist of developing tasks related to a digital communication plan, which will be distributed throughout the different topics according to the client's requirements.

BLOCK 2: Owned Media**Topic 3: The Corporate Website****Contents of Topic 3:**

- Blogs and websites: similarities and differences
- Blogs
- Corporate blogs
- Videoblogs
- The corporate website
- Content
- Usability

Description of the practical activities for Topic 3:

The practical activity will consist of developing tasks related to a digital communication plan, which will be distributed throughout the different topics according to the client's requirements.

Topic 4: SEO**Contents of Topic 4:**

- Definition of SEO (Search Engine Optimization)
- Off-page SEO
- On-page SEO
- Local SEO
- Social media SEO

Description of the practical activities for Topic 4:

The practical activity will consist of developing tasks related to a digital communication plan, which will be distributed throughout the different topics according to the client's requirements.

Topic 5: Social Media**Contents of Topic 5:**

- Main platforms: functionalities and characteristics
- Social media as owned media
- Social media as paid media

Description of the practical activities for Topic 5:

The practical activity will consist of developing tasks related to a digital communication plan, which will be distributed throughout the different topics according to the client's requirements.

BLOCK 3: Paid Media**Topic 6: Paid Media**

Contents of Topic 6:

- Online advertising
- Paid media: what they are and which ones exist
- Online advertising contracting models
- Effectiveness of online advertising

Description of the practical activities for Topic 6:

The practical activity will consist of developing tasks related to a digital communication plan, which will be distributed throughout the different topics according to the client's requirements.

Educational activities *								
Student workload in hours by lesson		Lectures	Practical activities				Monitoring activity	Homework
Lesson	Total	L	HI	LAB	COM	SEM	SGT	PS
1	10,2	3			2		0,2	5
2	10,2	3			2		0,2	5
3	18,2	4			2		0,2	12
4	20,2	6			2		0,2	12
5	22,2	6			2		0,2	14
6	25,7	8			2		0,2	15,5
7	25,3	8			2		0,3	15
Assessment **	18	2			1		0.5	15
TOTAL	150	40			15		1,5	93,5
L: Lectures (85 students) HI: Hospital internships (7 students) LAB: Laboratory or field practices (15 students) COM: Computer room or language laboratory practices (20 students) SEM: Problem classes or seminars or case studies (40 students) SGT: Scheduled group tutorials (educational monitoring, ECTS type tutorials) PS: Personal study, individual or group work and reading of bibliography								
Teaching Methodologies*								
☐ Participatory lecture ☐ Explanation and discussion of contents ☐ Presentation of materials to support the teaching-learning process ☐ Learning workshops ☐ Laboratory practice sessions ☐ Group work ☐ Small group meetings ☐ Individual meetings ☐ Independent student study ☐ Problem-solving and case analysis through reflection and critical analysis								
Learning outcomes *								
☐ To understand the possibilities offered by new digital interactive audiovisual tools for commercial and institutional communication. ☐ To provide students with the essential theoretical and practical knowledge required to understand the use of digital tools in general, and particularly Web 2.0, for advertising communication purposes.								

** Indicate the total number of evaluation hours of this subject.

Assessment systems *

The deadlines for choosing one assessment modality or another shall comply with the provisions established in the current regulations.

CONTINUOUS ASSESSMENT

In accordance with current regulations, this assessment system also includes a final test and a set of assessment activities whose completion is tied to the official examination date for each examination period. Continuous assessment is therefore structured as follows:

The assessment of theoretical contents accounts for 40% of the final grade. It will consist of a theoretical examination in which each student will demonstrate the knowledge acquired.

The practical application of knowledge and skills accounts for 60% of the final grade (continuous assessment). In order to pass the course, students must pass both parts.

Course assignments must be submitted within the deadlines and in the manner indicated by the lecturer and cannot be retaken during the ordinary examination period. Likewise, group assignments completed as part of the continuous assessment process must comply with the submission requirements established by the lecturer.

Students who fail to submit the practical assignments correctly and on time must complete a single assessment in the extraordinary examination period consisting of a practical test and an essay-style examination in order to retake the course.

GLOBAL ASSESSMENT

Students opting for this assessment modality must notify the lecturer at the beginning of the semester (through the virtual campus), in accordance with the deadlines established in the current regulations.

To pass the course under this modality, students must:

- Pass the final examination consisting of essay questions and which may include a practical exercise. In order to pass the examination, students must pass both the practical exercise and the theoretical questions.

Warning Regarding Plagiarism and the Use of AI

Assignments must be original. Whenever external sources or excerpts are used, they must be properly cited. Assignments containing total or partial plagiarism will not be graded. Likewise, each student must represent themselves in all submitted work, and impersonating another student in assignments, tests, or examinations is strictly prohibited. In addition to failing the course, plagiarism and impersonation may result in disciplinary proceedings and legal action, as they constitute an offense.

The use of Artificial Intelligence (AI) by students during assessment activities is prohibited unless otherwise indicated by the lecturer. Students are encouraged to use Artificial Intelligence (AI) tools responsibly for information analysis and research purposes, while maintaining academic integrity and complying with ethical and legal standards.

Bibliography (basic and complementary)

Basic

Cavaller, V., Sánchez, S., Codina, L. (2014). Estrategias y gestión de la comunicación online y offline. Barcelona: Editorial UOC.

Del Fresno, M., Marqués, P. (2014). Conectados por redes sociales: Introducción al análisis de redes sociales y casos prácticos. Barcelona: Editorial UOC.

Libreros, E. et al. (2014). *El libro del Marketing Interactivo y la Publicidad Digital*. Madrid: Esic Editorial.

Nuñez, V. (2013). Marketing de contenidos para triunfar en Internet. E-book: <http://vilmanunez.com/2013/12/11/e-book-marketing-de-contenidos-para-triunfar-en-internet/>

Sanjuán, A.; Quintas, N.; Martínez, S. (2014) Tabvertising: Formatos y estrategias publicitarias en tableta. Barcelona: Editorial UOC

Complementary

Berceruelo, B. (2017). *#Comunicación. Soluciones para un mundo digital*. Estudio de comunicación: Madrid.

Del Santo, O. (2011) Reputación online para todos. 10 lecciones desde la trinchera sobre tu activo más importante. En línea <http://www.oscardelsanto.com/reputacion-online-para-tods/>

Del Santo, O. y Álvarez, D. (2012): Marketing de atracción 2.0. Cómo conseguir tus objetivos online con el mínimo presupuesto. <http://www.bubok.es/libros/211428/Marketing-de-Atraccion-20>

De Salas Nestares, Ma Isabel (1999) La comunicación publicitaria Interactiva en Internet. Fundación Universitaria San Pablo CEU, Valencia.

Elosegui, E y Muñoz, G. (2015). Marketing Analytics. Cómo definir y medir una estrategia online. Madrid: Ediciones Anaya Multimedia

Fernández Quijada, D.; Ramos, M. (2014): Tecnologías de la persuasión. Uso de las TIC en publicidad y relaciones públicas, Barcelona, Editorial UOC.

Gómez Vieites, A. y Voloso. Espiñeira, M. (2002): Marketing en internet y en los medios digitales interactivos, Santiago de Compostela: Ediciones Torculo.

Guiu, D. (2013). Marketing de contenidos. En línea <http://www.socialetic.com/cms/wp-content/uploads/2013/10/Marketing-de-Contenidos-2013.pdf>

Maciá Domene, Fernando y Gosende Grela, Javier. *Marketing online. Estrategias para ganar clientes en internet*. Ediciones Anaya Multimedia

Merodio, J. (2010): Marketing en redes sociales. Mensajes de empresa para gente selectiva. En línea <http://www.juanmerodio.com/2010/nuevo-libro-marketing-en-redes-sociales-mensajes-de-empresa-para-gente-selectiva/>

Rojas, P. Redondo, M. (2013). Cómo preparar un Plan de Social Media Marketing. En un mundo que ya es 2.0.Ed. Gestión 2000.

Sanagustín, E. (2013). Marketing de contenidos. Ed. Anaya multimedia.

Sarmiento, J.R. (2015). Marketing de relaciones: Aproximación a las relaciones virtuales. Dykinson

Other resources

Manifiesto Cluetrain: <http://www.cluetrain.com/>
 Interactive Advertising Bureau IAB. Libros Blancos <http://www.iabspain.net/librosblancos> (PDF de acceso gratuito)
 Varios Autores Claves del Nuevo Marketing (eBook de acceso gratuito). Ed. Bubok Publishing, 2009. <http://www.clavesdelnuevomarketing.com>
 ANETCOM Estrategias de marketing digital para pymes. (PDF de acceso gratuito).
 Enrique Dans Todo va a cambiar (Versión Social)
 Juan Freire y Antoni Gutiérrez Rubí 32 Tendencias de cambio 2010-2020 (ebook), 2010
 Asociación Española de la Economía Digital (adigital). Libro blanco del comercio digital. 2011 (PDF de acceso gratuito).
 Documental "The naked Brand"
 Documental "anuncios hasta en la sopa" <https://www.youtube.com/watch?v=53u-6P7O-g8>
 Documental "El dilema de las redes"
www.marketingdirecto.com

Other resources and complementary educational materials

The course includes a virtual classroom on the University of Extremadura's Virtual Campus, where the main digital resources (topics, presentations, questionnaires, practical case studies, etc.) required for the proper completion of the course are available.