

25334 - Digital Communication Project

Información del Plan Docente

Academic Year	2016/17
Academic center	103 - Facultad de Filosofía y Letras
Degree	272 - Degree in Journalism
ECTS	9.0
Course	4
Period	First Four-month period
Subject Type	Compulsory
Module	---

1.Basic info

1.1.Recommendations to take this course

1.2.Activities and key dates for the course

2.Initiation

2.1.Learning outcomes that define the subject

2.2.Introduction

3.Context and competences

3.1.Goals

3.2.Context and meaning of the subject in the degree

3.3.Competences

3.4.Importance of learning outcomes

4.Evaluation

5.Activities and resources

5.1.General methodological presentation

See "Learning activities " and "Syllabus".

More information will be provided on the first day of class.

5.2.Learning activities

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- Theoretical lectures.
- Practical lectures.
- Individual work.
- Personal study.
- Assessment activities.

5.3.Program

This is an essentially practical subject with three phases.

PHASE I

- Establishment of the basic lines of the project
- Analysis of external influences: opportunities and threats. Surveys.
- Presentation of reports.

PHASE II

- Detailed design of the digital communication project (organisational and visual aspects, sections, style sheet, etc.).
- Analysis of internal influences: weak and strong points. Focus group.
- Coordination plan and allocation of tasks.
- Promotional and launch strategy. Planning of phases and preparation of advertising materials. Analysis of the expectations generated.
- Study concerning financial resources:
- Survey regarding the possibility of subscription by readers.
- Survey regarding possible advertising agreements with companies and other organisations.
- Consultation with advertising agencies.
- Other options.
- Preparation of a zero issue.

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-Presentation of reports.

PHASE III

-Launch.

-Maintenance, revisions, updates.

-Analysis of public response.

-Future planning proposals.

-Evaluation of costs.

-Viability from different perspectives.

-Closure or continuance.

-Final conclusions.

-Presentation of reports.

END

-Critical assessment of the process as a whole.

5.4.Planning and scheduling

See the academic calendar of the University of Zaragoza (<http://academico.unizar.es/calendario-academico/calendario>) and the website of the Faculty of Philosophy and Arts (*Schedule of classes* : <https://fyl.unizar.es/horario-de-clases#overlay-context=horario-de-clases>; Examination schedule: <https://fyl.unizar.es/calendario-de-examenes#overlay-context=>)

More information will be provided on the first day of class.

5.5.Bibliography and recommended resources

The recommended bibliography can be found on the University of Zaragoza Library website (<http://psfunizar7.unizar.es/br13/eGrados.php?id=139&p=1>)

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