

25334 - Digital Communication Project

Información del Plan Docente

Academic Year	2017/18
Faculty / School	103 - Facultad de Filosofía y Letras
Degree	272 - Degree in Journalism
ECTS	9.0
Year	4
Semester	First Four-month period
Subject Type	Compulsory
Module	---

1.General information

1.1.Introduction

1.2.Recommendations to take this course

1.3.Context and importance of this course in the degree

1.4.Activities and key dates

2.Learning goals

2.1.Learning goals

2.2.Importance of learning goals

3.Aims of the course and competences

3.1.Aims of the course

3.2.Competences

4.Assessment (1st and 2nd call)

4.1.Assessment tasks (description of tasks, marking system and assessment criteria)

5.Methodology, learning tasks, syllabus and resources

5.1.Methodological overview

See "Learning activities " and "Syllabus".

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

5.2.Learning tasks

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

5.3.Syllabus

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.

25334 - Digital Communication Project

-Preparation of a zero issue.

-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.Course planning and calendar

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

25334 - Digital Communication Project

[BB: Bibliografía básica / BC: Bibliografía complementaria]

- [BB] Briggs, Mark. Entrepreneurial journalism : how to build what's next for news / by Mark Briggs . Los Angeles : Sage ; Thousand Oaks : CQ Press, cop. 2012
- [BB] Salaverría, Ramón. Redacción periodística en Internet / Ramón Salaverría . Navarra : Eunsa, 2005