

25334 - Digital Communication Project

Syllabus Information

Academic Year: 2020/21

Subject: 25334 - Digital Communication Project

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.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

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

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

See "Learning activities " and "Syllabus". More information will be provided on the first day of class.

4.2.Learning tasks

The course includes the following learning tasks:

- Lectures.
- Practice sessions.
- Autonomous work and study.
- Assessment tasks.

4.3.Syllabus

This is an essentially practical course with three phases and will address the following topics.:

- 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.
 - 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.

4.4.Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Facultad de Filosofía y Letras website <https://fyl.unizar.es/>

4.5.Bibliography and recommended resources

[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