 Universidad Católica de Manizales	PROCESO DE DOCENCIA	Código	DOC – F – 34
	PROYECTO ACADÉMICO DE ASIGNATURA – PAA	Versión	1
		Página	1 de 6

I. COURSE IDENTIFICATION

Name: Media and Trends

Educational Domain: Professional

Number of credits: 4

Semester: VII

II. RATIONALE

The advent of new information technologies has led to a rapid evolution and transformation of the media, its possibilities in brand building work and the way it relates to its different audiences. It is for this reason that it is important to constantly review the state of the media process, the trends that arise in the market and how they respond and are articulated as part of the gear of brand communication.

The evolution and the new categorization of the media make it possible to think in a new strategic way that really allows to obtain the best results from the implementation of the planning and investment processes of the brand and to future advertising professionals can fulfill their role fully is made It is necessary and imperative to update and review in depth the processes that are and will be formulated within the media.


III. GLOBAL LEARNING OUTCOMES

GLOBAL LEARNING GOAL:

To conceptualize, create, design and produce advertising communication with the application of tools of different digital electronic devices, media and languages, as an extension of the creative process.

STUDENT GLOBAL LEARNING OUTCOMES:

- To analyze media progress and development critically in order to formulate appropriate and specific proposals germane to the current reality of the brand, the category, and the market in general.
- To question and problematize brand communication advances and evolution.
- To formulate imaginative, creative and innovative media strategies in line with new market trends.

 Universidad Católica de Manizales	PROCESO DE DOCENCIA	Código	DOC – F – 34
	PROYECTO ACADÉMICO DE ASIGNATURA – PAA	Versión	1
		Página	2 de 6

IV. COURSE THEORETICAL AND METHODOLOGICAL FOUNDATION.

The theoretical foundation must be built based on the subject matter, the foundations and theoretical approaches from the professional, disciplinary, research, pedagogical, social and global perspective; in relation to the rules that regulate the exercise of the profession nationally and internationally.

Advertising, media and new trends are expressed in many contexts that are oriented towards the search to create non-conventional uses of communication for promote products or services focused on any of the variables of the communication mix.


The object of study of the course is the foundations of the narratives and the cross and transmedia strategies in branding and content marketing to achieve the notoriety and positioning of brands, products, goods and services in the audiences and consumers, through the trends of the media are oriented to give response in the presentation of new strategic models to generate effective relationships with the consumer audiences of products and services.

In the good management of the media in the processes of brand building, to emphasize a current and contextualized formation in the local, regional, national and global, including new tools provided by digital electronic devices, the Internet and different media, languages, models and strategies of advertising communication, branding and content marketing, to promote brands, products and services, encourage consumption and promote business in small, medium and large scale.

In the Elective Emphasis on Media and Trends the training goals are expressed in accordance with:

Creative thinking: Media and consumer behavior wider knowledge provides the skill of design creative and innovative media strategies for the new media and market trends.

Critical thinking: the future publicist would be critic and analytic understanding advances in communication media to create assertive communication strategies.

 Universidad Católica de Manizales	PROCESO DE DOCENCIA	Código	DOC – F – 34
	PROYECTO ACADÉMICO DE ASIGNATURA – PAA	Versión	1
		Página	3 de 6

Research vocation. Use of the problematization and analysis skills to research and find answers in branding, consumer behavior and media to have a better understanding of audiences in new b .

Social responsibility: knowing of the implications framed in the national and international context to promote awareness and responsible consume of media, contents, products and services as a future publicist

Entrepreneur leadership: the future publicist would be able to innovate strategies and promote brands, business and media linked to the current marketing and media trends.

V. EDUCATIONAL PURPOSES OF THE COURSE INTERTWINED WITH UEP (PEU), PROGRAM AND PROFESSION.


Student and Graduate UCM profile should be interlinked with the Graduate profile in the program and the profile needed for the profession. This section should keep coherence among Global Learning outcomes, Competencies developed in the course, UCM graduate profile, Program graduate profile and the requirements for professional practice in your discipline.

From the university educational project, illuminated by the Gospel and a universality, the Advertising Program, from the media and trends subject, contributes to the integral formation of the person with deeper bases of Christian humanism and in the living out of the corporate values of the University: truth, charity, the defense of life, solidarity, justice, peace and the coexistence of citizens, clear in their goals and responsible in their decisions, assuming and responding to the challenges of today's world; forming and forging integral publicists who will constitute themselves and act as true leaders in the construction of a new humanity with their contribution from their creative capacity, spirit of leadership and research, critical thinking and social conscience.

VI. COURSE STRUCTURE AND CONTENT ORGANIZATION

UNIT I: INTRODUCTION

- The origin and evolution of narratives
- Storytelling. Beyond storytelling
- Transmedia and crossmedia in comics, video games, cartoons, the literature, film and television. Case studies.
- General concepts of the evolution and transformation of the media in relation to the brands in the World and in Colombia

 Universidad Católica de Manizales	PROCESO DE DOCENCIA	Código	DOC – F – 34
	PROYECTO ACADÉMICO DE ASIGNATURA – PAA	Versión	1
		Página	4 de 6

UNIT II: INTERVENTION OF CONSUMER ANALYSIS AND CONSTRUCTION OF CONTENTS

- Development of the Insight and its definitive role in the construction of archetypes
- Lifestyle analysis in the search for moments of contact and impact
- Elaboration of contents.


UNIT III TRENDS IN THE BRANDING PROCESS

- Applications and multimedia narrative formats
- Brand management in digital environments and the importance of content creation for brands
- Publication of Transmedia Digital Project.

VII. PEDAGOGICAL STRATEGIES TO PROMOTE MULTICULTURAL INTERACTIVE GLOBAL LEARNING ENVIRONMENTS INTERTWINED WITH UEP (PEU) AND ACADEMIC CREDITS WORKLOAD.

- Inviting guest lecturers with international background and expertise - in person or through videoconferencing - connecting his/her participation with the learning goals and outcomes of your course.
- Organizing virtual learning encounters between students from your class and students from an international institution to promote discussions and tasks on a common or complimentary topic related to both of your courses.
- Bringing international and local students together for group work and collaborative projects.
- Approaching issues from different perspectives through simulations, role-plays, debates, dialogues, etc. An example could be the United Nations Model to deal with global issues.
- Designing creative collaborative projects on global, local and comparative topics.

VIII. GLOBAL COMPETENCIES DEVELOPED THROUGH THE COURSE.

 Universidad Católica de Manizales	PROCESO DE DOCENCIA	Código	DOC – F – 34
	PROYECTO ACADÉMICO DE ASIGNATURA – PAA	Versión	1
		Página	5 de 6


In addition to the professional competencies developed in your course, it is paramount to address the specific UCM Capacities for a Global Performance that apply to your course:

1. Solidarity and respect for diversity.
2. Awareness, commitment, social and environmental responsibility for the common good.
3. Critical and creative thinking.
4. Interdependence and collaborative work.
5. Media and Information Literacy for permanent updating and knowledge management.
6. Acting responsibly and collaboratively in the solution of local and global challenges for a more peaceful and sustainable world.

IX. ASSESSMENT

Multiple forms of assessment are encouraged to evidence student learning and demonstrate achievement of global perspectives, such as classroom debates and discussions, collaborative projects, written assignments, papers, oral presentations, self-evaluation, reflection, portfolios, group work, simulations, role-plays, journals, standardized instruments, etc, to broadly assess global learning outcomes.

- Development of plans that respond to media trends and developments in brand-building platforms
- Study and Reading, and suggested multimedia material: that will allow you to broaden your knowledge of the topics that are addressed from the elective emphasis.
- Bibliographic Consultations: to strengthen and complement knowledge and theories around the evolution of the media.
- Supporting Material: Search for examples of media application in brand building in the market environment for review and analysis.
- Case study: The aim is to confront students with situations
- market and brand communication by using market research cases in that process should take positions in the collective discussions and, from these, prepare reports with their diagnosis and solutions from the media planning process.

 Universidad Católica de Manizales	PROCESO DE DOCENCIA	Código	DOC – F – 34
	PROYECTO ACADÉMICO DE ASIGNATURA – PAA	Versión	1
		Página	6 de 6

- Elaboration of media plans applied to the context of existing brands in the market in which the student appropriates and consolidates the learning process in practice.