804342 - DMN-A - Distribution and Business Models

Coordinating unit:	804 - CITM - Image Processing and Multimedia Technology Centre
Teaching unit:	804 - CITM - Image Processing and Multimedia Technology Centre
Academic year:	2019
Degree:	BACHELOR'S DEGREE IN DESIGN, ANIMATION AND DIGITAL ART (Syllabus 2017). (Teaching unit Compulsory)
ECTS credits:	6 Teaching languages: English

Teaching staff

Coordinator: Rodríguez Donaire, Silvia

Degree competences to which the subject contributes

Specific:

CEAAD 11. (ENG) Identificar el sector profesional y los modelos de negocio de la industria audiovisual, así como las vías de financiación y las estrategias de distribución y marketing.

Transversal:

04 COE. EFFICIENT ORAL AND WRITTEN COMMUNICATION. Communicating verbally and in writing about learning outcomes, thought-building and decision-making. Taking part in debates about issues related to the own field of specialization.

05 TEQ. TEAMWORK. Being able to work as a team player, either as a member or as a leader. Contributing to projects pragmatically and responsibly, by reaching commitments in accordance to the resources that are available.

06 URI. EFFECTIVE USE OF INFORMATION RESOURCES. Managing the acquisition, structure, analysis and display of information from the own field of specialization. Taking a critical stance with regard to the results obtained.

07 AAT. SELF-DIRECTED LEARNING. Detecting gaps in one's knowledge and overcoming them through critical self-appraisal. Choosing the best path for broadening one's knowledge.

03 TLG. THIRD LANGUAGE. Learning a third language, preferably English, to a degree of oral and written fluency that fits in with the future needs of the graduates of each course.

Teaching methodology

Participatory classes: the students participate and collaborate in the different dynamics of the sessions
Teamwork: students work together with other colleagues in a coordinated way to carry out activities
Work outside the classroom: students complete outside the classroom tasks and activities entrusted

Learning objectives of the subject

- Show understanding of the business and financing model concepts and their possibilities in the digital art sector.
- Show understanding of the digital art industry and knowledge of the different agents involved and the value chain, as well as the evolution and current situation of the industry, both nationally and internationally and its relationship with evolution of technology
- Show understanding of the basic concepts of marketing: classic, online, digital and mobile, of their similarities, relationships and specific aspects and knowledge of the evolution of online marketing, linked to the technological evolution on the Internet.
- Show knowledge of the components and structure of an online marketing plan of a videogame and the elaboration process.
- Be able to develop, in its main components, an online marketing plan in relation to a video game.
- Show understanding of the concepts of online positioning and reputation and be able to propose strategies and techniques to apply, to improve the online positioning and reputation of a digital content company.

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- Show sufficient reading comprehension in reading documents written in English, related to the subject, such as notes, scientific articles, dissemination articles, web pages, etc.

Study load

Total learning time: 150h			
	Hours large group:	24h	16.00%
	Hours medium group:	22h	14.67%
	Hours small group:	0h	0.00%
	Guided activities:	14h	9.33%
	Self study:	90h	60.00%

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Content

BLOCK 1: DIGITAL MARKETING MIX	Learning time: 47h
	Theory classes: 10h Guided activities: 10h Self study : 27h

Description:
In this block, we will explore the key foundations in marketing and how these foundations is being altered by digital tools. The topics that will be discussed in this block will be related to:
- Structure of the marketing plan
- Marketing Mix in the digital world

Related activities:
Exercises & Case Studies

BLOCK 2: Digital Technologies	Learning time: 33h 20m
	Theory classes: 8h 20m Guided activities: 5h Self study : 20h

Description:
On the one side, we'll focus on the digital technologies that impact on marketing communication strategies and practices, such as display advertisement, Search Engine Optimization (SEO) and Social Media Marketing (SMM). Besides, we'll focus on how digital technologies can engage customers like copywriting, SEO, online advertisement, engagement with social channels and effective email campaigns. On the other side, we'll examine how digital revolution impact on the Analog World. The topics that will be discussed in this block will be related to:
- Impact of digital technologies on communication marketing
- How digital technologies attract consumers
- How digital revolution impact on the Analog World

Related activities:
Exercises & Case studies

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BLOCK 3: BUSINESS MODEL CANVAS	Learning time: 69h 40m
	Theory classes: 14h Guided activities: 41h 40m Self study : 14h

Description:
This block is a project-centered. You will use the Business Model Canvas innovation tool to approach either a personal or corporate challenge or opportunity. You'll learn to identify and communicate the nine key elements of a business model: Customer Segments, Value Proposition, Channels, Customer Relationships, Key Resources, Key Activities, Key Partners, Revenue Streams, and Cost Structure. The topics that will be discussed in this block will be related to the 9 building blocks of the CANVAS applied in a practical case:
- Client segment
- Value proposal
- Channels (distribution) and Relationship with customers
- Income and key resources
- Key activities and key partners
- Cost structure and presentation of your Business Model

Related activities:
You will complete a project by means of Business Model Canvas that outlines the business case for a new product or service to address your selected challenge or opportunity. You'll present your case in both a document and a 10-minute video presentation.

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Planning of activities

PROJECT	Hours: 13h 20m
	Guided activities: 13h 20m

Description:
You will complete a project by means of Business Model Canvas that outlines the business case for a new product or service to address your selected challenge or opportunity. You'll present your case in both a document and a 10-minute video presentation.

Case Studies	Hours: 6h 40m
	Guided activities: 6h 40m

Description:
The case study activities will help us combine both information of real companies and theoretical concepts learned during the course. It will help us achieve an in-depth understanding of course learnings.

Support materials:
Videos, website i blogs

Exercises	Hours: 3h
	Guided activities: 3h

Description:
Some modules will have some exercises or practical / Theoretical activities that will help us to better understand the concepts worked during the course.

Qualification system

EV1: -
EV2: Final Exam (Project + PPT Delivery) >> 35%
EV3: Quiz Random (Quizzes) >> 30%
EV4: Individual Activities (exercises + case studies) >> 25%
EV5: Class participation >> 10%
Re-evaluation exam - it re-evaluates the 30% of the course contents carried out in the EV3 assessment.

Regulations for carrying out activities

- If the calendar of delivery of the exercises is not complied with, they will not be evaluated.
- Some partial deliveries are evaluated with a PASS or FAIL. You must complete your delivery to proceed with the exercise.
- There are a set of tests established in the calendar and will be done at the beginning of the session.
- There are several case studies that must be submitted individually before beginning the session.

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Bibliography

Basic:

Osterwalder, Alexander; Pigneur, Yves; Clark, Tim. Business model generation : a handbook for visionaries, game changers, and challengers . Hoboken, New Jersey : John Wiley & Sons, cop. 2010. ISBN 9780470876411.

Philip Kotler & Kevin Lane Keller. Marketing Management . New Jersey: Prentice Hall, 2012. ISBN 978-0-13-210292-6.

Osterwalder, Alexander; Papadakos, Trish. Value proposition design. Hoboken : John Wiley & Sons, cop. 2014. ISBN 978-1118968055.

Damian Ryan. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation. 4th. New York: KoganPage, 2017. ISBN 978-0749478438.

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