Course guides
804342 - DMN-A - Distribution and Business Models

Unit in charge: Image Processing and Multimedia Technology Centre
Teaching unit: 804 - CITM - Image Processing and Multimedia Technology Centre.

Degree: BACHELOR'S DEGREE IN DESIGN, ANIMATION AND DIGITAL ART (Syllabus 2017). (Compulsory subject).

Academic year: 2020  ECTS Credits: 6.0  Languages: English

LECTURER

Coordinating lecturer: Rodríguez Donaire, Silvia

Others:

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.
- 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

<table>
<thead>
<tr>
<th>Type</th>
<th>Hours</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours large group</td>
<td>24,0</td>
<td>16.00</td>
</tr>
<tr>
<td>Hours medium group</td>
<td>22,0</td>
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</tr>
<tr>
<td>Guided activities</td>
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<td>9.33</td>
</tr>
<tr>
<td>Self study</td>
<td>90,0</td>
<td>60.00</td>
</tr>
</tbody>
</table>

Total learning time: 150 h

CONTENTS

BLOCK 1: DIGITAL MARKETING MIX

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

Related competencies:
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Full-or-part-time: 47 h
Theory classes: 10h
Guided activities: 10h
Self study : 27h
BLOCK 2: Digital Technologies

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

Related competencies:
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Full-or-part-time: 33 h
Theory classes: 8h 20m
Guided activities: 5h
Self study : 20h
**BLOCK 3: BUSINESS MODEL CANVAS**

**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.

**Related competencies:**
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.
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**Full-or-part-time:** 69 h
Theory classes: 14h
Guided activities: 41h 40m
Self study : 14h
### ACTIVITIES

#### PROJECT

**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.

**Related competencies:**
- 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.
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**Full-or-part-time:** 13 h  
Guided activities: 13h 20m

#### Case Studies

**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.

**Material:**
Videos, website i blogs

**Related competencies:**
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**Full-or-part-time:** 6 h  
Guided activities: 6h 40m
Exercises

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

Related competencies:
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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.
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Full-or-part-time: 3 h
Guided activities: 3h

GRADING 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.

EXAMINATION RULES.
- 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.

BIBLIOGRAPHY

Basic: