
Mobile Communication

Instructor: Raquel Herrera

Course description

The mobile industry is a very lucrative one: sixty thousand hundred professionals visited the 2022 edition of the Mobile World Congress, which translated into an economic impact of more than 240 million euros for the cities of Barcelona and l'Hospitalet de Llobregat that have been hosting the event since 2006.

We understand that mobile technologies are ubiquitous in our societies, but we need to use them professionally to communicate effectively with the right applications, the right campaigns, and for the right target audiences.

In this course, students will delve into mobile communication through a double perspective: the perspective of application design, and that of strategic and tactical communication. Providing an intersection between business systems, technology systems, plus the communication and marketing approach of the master's, students will study mobile communication and to practice it through reflection and activities, so that they will be able to grasp and execute mobile communication management in contemporary marketing communications.

ECTS Credits

4 ECTS Credits

Specific competences

- To understand how networked communication influences and is influenced by the commercial and social development of mobile communication.
- To understand the fundamentals of app design for business purposes.
- To integrate mobile communications into integrated marketing communications plans and campaigns.

Learning outcomes

- To situate mobile communication within the current media ecosystem.
- To acquire essential knowledge of app design for professional environments.
- To develop communication planning with insight into mobile communication management.

Content

- Professional insight into mobile communication, mobile technologies, and mobile marketing
- Strategic and tactical communication within current communication and marketing plans with emphasis on digital settings
- Critical reflection on social and commercial uses of mobile communication

Method of presentation

The course will combine individual and group teamwork for the projects, plus lectures, case studies, and discussion.

Course assessment

- Attendance and participation in the sessions 15%
- Assignment 1 on app design 35%
- Assignment 2 on mobile communication planning 50%

Course schedule**Part 1: Devising mobile communication**

1. Introduction to the subject and the assignments. Organization of individual and group activities.
2. Brief history and current industries and markets for mobile media
3. Mobile technologies: operating systems and app features
4. Mobile communication optimization: off-metadata and on-metadata ASO

Sessions 2 to 4 will include a follow-up on the preparation of Assignment 1.

5. Presentations for Assignment 1: individually or in small teams, devise a mockup app for an existing brand or company in terms of UX/UI, interaction design, content planning, and ASO.

Part 2: Planning mobile communication

6. Mobile World Congress and Mobile Week as mObile communication and marketing case studies.
7. Strategic mobile communication for communication and marketing plans.
8. Tactical mobile communication into the PESO model.
9. Critical approach to trends to integrate mobile communication into omnichannel and platform communications.

Sessions 6 to 9 will also include a follow-up on the preparation of Assignment 2.

10. Presentations for Assignment 2: create a communication strategy for your created app which combines with existing channels from the chosen brand, such as their own website and official social media channels. Choose its communication objectives, key targets, and messages to translate into an action plan.

Possible guests

- Noelia Leiro, founder, CEO and consultant from Actualizatec
- Carlos Grau, CEO of Mobile World Capital Barcelona
- Roser Salvat, innovation manager at Mobile World Capital Barcelona

Key online references and recommended readings*

GSMA <https://www.gsma.com/>

Hubspot's free mobile marketing resources

<https://www.hubspot.com/resources/mobile-marketing>

IAB Outlook: 2022 Digital Ad Ecosystem Report

<https://www.iab.com/insights/2022-digital-ad-ecosystem-report/>

International Journal of Mobile Marketing

<https://www.mmaglobal.com/research/ijmm>

Kantar Smartphone OS Market Share

<https://www.kantar.com/campaigns/smartphone-os-market-share>

MMA Global <https://www.mmaglobal.com/>

Mobile Marketing Magazine <https://mobilemarketingmagazine.com/>

Mobile World Live <https://www.mobileworldlive.com/>

Mobile News <https://www.mobilenewscwp.co.uk/>

Mobile World Congress <https://www.mwcbarcelona.com/>

Mobile World Capital <https://mobileworldcapital.com/en/>

Think with Google. Marketing Strategies. Applications and mobile (research available for several markets and languages)

<https://www.thinkwithgoogle.com/intl/es-es/estrategias-de-marketing/aplicaciones-y-moviles/>

Bentley, F; and Barrett, E. (2012). Building mobile experiences.

<https://mitpress.mit.edu/books/building-mobile-experiences>

Holland, J. (2010). The role of mobile marketing communications in media strategy. Innovative Marketing , 6(2)

https://www.businessperspectives.org/images/pdf/applications/publishing/templates/article/assets/3298/im_en_2010_2_Holland.pdf

Lamberton, C; and Stephen, A. (2016). A thematic exploration of digital, social media, and mobile marketing: research evolution from 2000 to 2015 and an agenda for future inquiry. *Journal of Marketing*, 60(6)

<https://doi.org/10.1509/jm.15.0415>

Tong, S. et al (2020). Personalized mobile marketing strategies. *Journal of the Academy of Marketing Science*, 48, 64–78 <https://doi.org/10.1007/s11747-019-00693-3>

Zolkepli, I. et al (2020) Mobile consumer behaviour on apps usage. The effects of perceived values, rating, and cost. *Journal of Digital Media and Policy*, 27(6) <https://doi.org/10.1080/13527266.2020.1749108>

* Other reading materials can be provided during the course.