

Academic Year: (2019 / 2020)

Review date: 05-05-2020

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: PINO ROMERO, CRISTINA DEL

Type: Compulsory ECTS Credits : 6.0

Year : 2 Semester : 2

Branch of knowledge: Social Sciences and Law

OBJECTIVES

1. Ability for acquiring the knowledge of the operation of publicity in its group and in everyone of its parts.
2. Practice and theoretic knowledge of processes and organizational structures of publicity, as well as of the processes of elaboration of the advertising messages.
3. Acquisition of the necessary competition for the analysis advertising campaigns, beyond its stetic components.
4. Capacity for the creation and realization of advertising messages: setting objectives of communication, define a target customers, setting the strategies, controlling a budget and developing a media plan, working on them in the different medias.

DESCRIPTION OF CONTENTS: PROGRAMME

The study of the social and stetic aspects which insists on the transformations of elements, forms and processes of the advertising communication.

Study of the general characteristics of new ad on the Internet and Tv.

Characteristics of the media like advertising support. Increase of the offer of chanel, fragmentation of the audience, advertising saturation.

LEARNING ACTIVITIES AND METHODOLOGY

1 Master classes

Fundamental concepts of the advertising communication. Production of advertising campaings and planning for conventional and no conventional medios.

Competitions 1 and 2 (1,5 ECTS)

2. Practical classes.

Analysis and comment about one of the most prize-winning advertising campaings ever.

Competitions 3 and 4 (ECTS)

3 Student¿s work

ASSESSMENT SYSTEM

Study of the theoretic and practic contents and of educational materials.

Competitions 1,2 and 3 (1,5 ECTS)

Elaboration of a project of advertising campaing.

Competition 4. (2 ECTS)

Final exam of the subject: 50% of the global mark.

Work / essay / Practic: 50% of the global mark.

The active and based participation of the student in the practic classes and guardianship will be valued in order to get a better global mark.

% end-of-term-examination:	50
% of continuous assessment (assigments, laboratory, practicals...):	50

BASIC BIBLIOGRAPHY

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