

Production Management of Advertising Projects

Academic Year: (2019 / 2020)

Review date: 13-05-2020

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: CILLER TENREIRO, MARIA CARMEN

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 2

OBJECTIVES

COMPETENCES

- CB8, That students are able to integrate knowledge and face the complexity of making judgments based on information that, being incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments.
- CB9, That students know how to communicate their conclusions and the knowledge and ultimate reasons that sustain them to specialized and non-specialized audiences in a clear and unambiguous way.
- CG5, To know the new trends in advertising communication according to the changes of the digital society.
- CE3, To identify creative techniques from the creation of the concept to the advertising campaign.
- CE9, To develop and manage advertising productions aimed at traditional media and multimedia.

LEARNING OUTCOMES

To acquire the knowledge to use the necessary tools in the management and planning of advertising communication activities ranging from the production management of projects in the field of advertising, to the techniques to implement the brand strategy.

To learn the functions and objectives of the audiovisual production area in the field of advertising, as well as the analysis from the advertising point of view in this area of production.

DESCRIPTION OF CONTENTS: PROGRAMME

1. The executive producer. Functions.
2. The production designer. Functions.
3. Production design. Event Production. Study Case.
4. Project presentation.

LEARNING ACTIVITIES AND METHODOLOGY

LEARNING ACTIVITIES

Theoretical classes
Practical classes
Tutoring
Group work
Individual work

TEACHING METHODOLOGY

- Lectures in class by the lecturer with the support of audiovisual media, in which the main concepts of the course will be developed. Bibliography will be provided in order to complement the knowledge of the students.
- Critical review of readings and audiovisual material suggested by the lecturer: press articles, videos, advertising campaigns, reports, manuals and academic articles, either for class' discussion or for students to amplify and consolidate the courses's content.
- Resolution of advertising and communication case studies posed by the lecturer, in an individual or group manner.
- Presentation and discussion in class, under the lecturer's moderation, of topics related to the course as well as case studies.
- Assignments and reports done by students in an indivisual or group manner.

ASSESSMENT SYSTEM

Grading

Class Participation	10%	
Practical Assignment		60%
Oral Presentation		30%

Evaluation Criteria for the Call Extraordinary:
The Continuous Assessment is kept

% end-of-term-examination:	60
% of continuous assessment (assignments, laboratory, practicals...):	40

BASIC BIBLIOGRAPHY

- Ciller, C. y Palacio, M. Producción y desarrollo de proyectos audiovisuales, Sintesis, 2016
- Rotcop, K. The Perfect Pitch, Michael Viese Productions, 2001