Advertising and Communication

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: Basic Core ECTS Credits : 6.0

Year : 1 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 theoric knowledge of processes and organizative structures of publicity, as well as of the processes of elaboration of the advertising messages.

3. Acquisition of the necesary 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, controling 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 chanels, fragmentation of the audience, advertising saturation.

Study of the agents of the advertising sistem: advertising agency. The agency as a company. The ¿what¿s next ¿ of the next years. The best advertising agencies in Spain, how they work, the most prize-winning campaigns.

LEARNING ACTIVITIES AND METHODOLOGY

1 Masterly 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 campaigns ever.
Competitions 3 and 4 (ECTS)

3 Student¿s work

ASSESSMENT SYSTEM

Study of the theoric and practic contents and of educational materials.
Competitions 1,2 and 3 (1,5 ECTS)

Elaboration of a project of advertising campaign.
Competition 4. (2 ECTS)

Final exam of the subject: 45% of the global mark.

Work / essay / Practic: 55% 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

- Henry Jenkins Spreadable Media: Creating Value and Meaning in a Networked Culture, (Postmillennial Pop) Hardcover , 2013
- Lehu, J. M. Branded entertainment: product placement and brand strategy in the entertainment business, Londres y Filadelfia: Kogan Page, 2007
- Pulizzi, J. y Barrett, N. Get content, get customers, Nueva York: Mc Graw-Hill, 2009
- Regueira. J. Big brother is dead: el día que el consumidor hizo callar a las marcas, Madrid: ESIC., 2011
- Ries, A. y Ries, L. The fall of advertising and the rise of PR, Nueva York: Harper Business., 2002
- Robert Rose and Joe Pulizzi Managing Content Marketing the Real-World Guide for Creating Passionate Subscribers to Your Brand, McGraw-Hill, 2011
- SHIRKY, CLAY "Here comes everybody", The Penguin Press, 2008
- Tom Bernardin and Mark Tutssel Human Kind, Leo Burnett Worldwide , 2010