

Academic Year: (2020 / 2021)

Review date: 07-02-2021

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

- ALONSO RIVAS, J.; GRANDE ESTEBAN, I. "Comportamiento del Consumidor", Esic, Madrid, 2004.
- ARENS, W.F. "Publicidad", McGraw-Hill, 7ª ed, México, 2000.
- BRUJÓ, GONZALO "La nueva generación de valor", Lid, 2008
- DE TORO, JUAN MANUEL "La marca y sus circunstancias", Carat Deusto, 2009
- DEL PINO, C. "Nueva era en la comunicación comercial audiovisual: el marketing viral", Revista Pensar la Publicidad, nº2, Diciembre 2007.
- DEL PINO, CRISTINA, CASTELLÓ, ARACELI, RAMOS SOLER, IRENE "La comunicación en cambio constante: branded content, community management, comunicación 2.0 y estrategia en medios sociales", Fragua, 2013
- FERNANDEZ GÓMEZ, J.D "Aproximación a la estructura de la publicidad: desarrollo y funciones de la actividad publicitaria", Sevilla Comunicación Social y Ediciones y Publicaciones, 2005.
- HEATH, CHIP AND DAN "Made to stick", Random House, 2008
- HOWARD, SCHULTZ "El desafío Starbucks", Aguilar, Madrid, 2012
- Joe Pulizzi and Newt Barrett Get Content, Get Customers, McGraw-Hill, 2014
- LEJARZA, MIKEL Y GOMEZ, SANTIAGO "Televisores cuadrados, ideas redondas", Temas de hoy, 2013
- LOPEZ VÁZQUEZ, BELÉN Publicidad emocional: estrategias creativas, Esic, 2007
- Leslier Valenzuela-Fernández, Carolina Martínez-Troncoso, Felipe Yáñez-Wieland Influence of Placement on Explicit and Implicit Memory of College Students, Comunicar, n. 44, v. XXII, 2015 | Media Education Research Journal | e-ISSN: 1988-3293, 2015
- MARC GOBÉ Emotional Branding. The New Paradigm for Connecting Brands to People., DIVINE EGG. STUDIO DIVINE EG, 2014
- MARTÍ, JOSÉ y MUÑOZ, PABLO "Engagement Marketing", Prentice Hall, 2008
- MEDINA, AGUSTÍN "Bye Bye, Marketing", Pirámide, 2010
- MÉNDIZ, A. "Nuevas Formas Publicitarias: Patrocinio, Producto Placement y Publicidad en Internet", Ed. S.P.I.C.U.M, Universidad de Málaga, Málaga, 2000.
- NAFRIA, I. "Web 2.0: el usuario, el nuevo rey de Internet", Gestión 2000. Madrid, 2007.
- PELLICER JORDÁ, MAITE "Etica y estrategia publicitarias", Editorial Académica Española, 2011
- R.L. Adams Viral: how to spread your ideas like a virus , Chillik, 2013
- REGUEIRA, JAVIER "Big brother is dead", Esic, 2011
- REINARES LARA, EVA MARINA Y PEDRO J. "Fundamentos básicos de la gestión publicitaria en Televisión", Esic, 2004
- 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
- SOLANA, DANIEL "Postpublicidad: reflexiones sobre una nueva cultura publicitaria en la era digital", DobleYou, Barcelona, 2010
- Tom Bernardin and Mark Tutssel Human Kind, Leo Burnett Worldwide , 2010