

Academic Year: (2020 / 2021)

Review date: 10-07-2020

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: MELERO SALVADOR, JOSE ALEJANDRO

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 1

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

None

OBJECTIVES

COMPETENCES

CB6, To have and understand knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a research context.

CB10, That students have the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous.

CG1, To know the basis of advertising communication theories.

CE2, To contextualize historically Advertising Communication and the current problems it faces.

CE3, To identify creative techniques from the creation of the concept to the advertising campaign.

LEARNING OUTCOMES

To acquire and apply knowledge about contemporary advertising and communication.

To understand and apply advertising theory to the development of advertising messages.

To compare different advertising theories in relation to the practice of the advertising industry.

DESCRIPTION OF CONTENTS: PROGRAMME

Part One. Fundamentals

Introduction to Advertising & Communication

Typology of advertising

The role of advertising in Marketing. Marketing. Branding and other communication tools. I.M.C

Advertising and society. Open debates on the role of advertising in society

Part two. Planning and strategy

How Advertising works. Communication Theory. How Advertising Works. Steps in the development of an Advertising campaign

The main agents of the advertising process

The role of the advertiser

Strategic planning (Customer Briefing): advertising objectives, background: the company, the market, the product, the competition (SWOT Analysis), target market (segmentation and targeting, buyer person), positioning and communication axis.

Part three. The advertising ecosystem.

Advertising Agencies: structure and types.

Types of agencies.

Part Four. Creative Strategies.

Creativity and Content Creation.

The Big Idea and the creative process.

Managing creative strategies.

Creative effectiveness.

Part Five. Advertising and New Media
Media basics: The media industry. Key media players
Why and how is the Media landscape changing
Paid Media, Owned Media and Earned Media
Media Planning. Fundamentals of Media Strategy
Alternative Media Forms

Part Six Integration.

Digital advertising and new channels. Alternative communication tools.
Direct Marketing, Sales Promotion, Public Relations, Events and Sponsorships.
Future of Advertising Agencies. Debating the future of the advertising industry. New actors (technology and film companies).

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 individual or group manner.

ASSESSMENT SYSTEM

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

Final exam: 50%

A MINIMUM OF GRADE OF 5 IN THE EXAM IS REQUIRED TO PASS THE COURSE

Individual or group work performed during the course: 40%

Class participation. Voluntary participation on discussion forums and other activities enabled in Aula Global: 10%

Evaluation Criteria of the Extraordinary Exam:

"The grade of the Continuous Assessment is taken into account"

BASIC BIBLIOGRAPHY

- Belch, G.E., Belch, M.A., Kerr, G., Powell, I Advertising and Promotion: An Integrated Marketing Communication Perspective, Mc Graw Hill, 2012
- OGILVY, DAVID Confessions of an Advertising Man, Harpenden: Southbank., 2013
- Tellis, Gerard J Effective advertising: Understanding when, how, and why advertising works., Sage Publications, 2004

- Wells, William Advertising: principles and practice., Pearson Education, 2008

ADDITIONAL BIBLIOGRAPHY

- Yoram Wind, Catharine Hays Beyond advertising : creating value through all customer touchpoints, 2nd ed., Wiley, 2016
- Autor Kenneth E. Clow Donald Baack Concise encyclopedia of advertising - Encyclopedias Electronic books, New York : Routledge, 2012
- PERCEVAL La Historia Mundial de la Comunicación, MADRID, CATEDRA, 2015
- WATKINS, J. The 100 greatest advertisements 1852-1958. Who wrote them and what they did., Nueva York. Dover Publications., 2014