

Academic Year: (2021 / 2022)

Review date: 12-07-2020

Department assigned to the subject: Communication and Media Studies Department, Institute for the Development of

Coordinating teacher: RIO VILLAR, ISABEL DEL

Type: Electives ECTS Credits : 6.0

Year : 1 Semester : 2

OBJECTIVES

CB7, That students know how to apply the acquired knowledge and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study.

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.

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

CG2, To understand the functioning of creative processes in advertising communication.

CG3, To apply marketing research tools in the field of advertising communication.

CG4, To identify the brands strategy in the current saturated advertising market.

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.

CE4, To plan emerging actions in the field of new advertising communication.

CE5, To identify research problems and apply the most relevant qualitative and quantitative methodologies and tools in each case for the study of communicative phenomena in Advertising.

CE6, To apply market research to evaluate advertising effectiveness.

CE7, To analyze market data to design a strategic communication plan.

CE8, To identify the main models of new consumer behavior and the determining variables.

CE9, To develop and manage advertising productions aimed at traditional media and multimedia.

CE10, To identify and define communication objectives and design the most appropriate strategies in the dialogue between brands and consumers.

DESCRIPTION OF CONTENTS: PROGRAMME

It is a subject in which the student of the Master's Degree in Advertising Communication is expected to apply the skills acquired in the Master's Degree, particularly as follows:

- Ability to defend a business communication plan.
- To adopt a positive and enterprising attitude to resolve real situations.
- To motivate, demonstrate and defend ideas.
- To develop a spirit of collaboration and inclination to share ideas and results.
- To encourage the ability to search for new opportunities in the field of advertising communication.

The companies in which the student do the internship have to meet a series of requirements, they have to work in the field of communication, advertising or marketing or have these departments, so that they can provide knowledge and experience to the student in line and coherence with the Master. Of the 180 compulsory hours, 70% have to be in-person hours in the offices (with some exceptions where the student will work remotely).

LEARNING ACTIVITIES AND METHODOLOGY

- A meeting at the beginning of the Master where the dynamics of the subject (training activities, methodology and evaluation criteria) will be explained to the class.
- Compulsory meeting with the student to analyze each profile and preferences.
- Follow-up in person or by e-mail.
- Internship offers are sent through Aula Global and are discussed in a personal meeting or by e-mail.

ASSESSMENT SYSTEM

Each student, at the end of the mandatory 180 hours which will be assessable, will submit within a one week an internship report, which will be complemented by the evaluation made by the internship representative of the company in charge of the student.

The internship report will have the following contents:

- A detailed description of the company: the field (and the position of the company within the field), the organizational structure (for example the organization chart of the company, the department in which the student worked, if it is in an agency of advertising: creative department, accounts, media, planning, production etc.), the marketing or communication works carried out by the company.
- The services or work done by the student at the company.
- Describing in detail one or two specific work assignments and explaining the student what he learned from them.
- Describe the conclusions gained by the internships.

The assessment by the internship representative of the company in charge of the student will take into account the following aspects:

- Behaviour at work.
- Administration
- Stability and self-confidence.
- Cognitive abilities.
- Social competence.
- General assessment, from 1 to 10 points.

Evaluation criteria:

70%: Assessment by the internship representative of the company in charge of the student

20%: Behavior, attitude and predisposition that the student in regards of the subject.

10%: Quality of the internship report.