

Academic Year: (2021 / 2022)

Review date: 07-07-2021

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: SAINZ DE BARANDA ANDUJAR, CLARA

Type: Electives ECTS Credits : 6.0

Year : Semester :

OBJECTIVES

OBJECTIVE:

Understanding the structural relationship between advertising and information. The legal principles and economic factors which rule the advertising media will be studied too.

SKILLS:

- A) Development of skills that enable to assess the adequacy of the editorial content, audiences and advertising content in the media.
- B) Ability to position the medium with respect to competition in the design of new media is concerned, pricing and advertising investment.
- C) The ability to defend the purposes of the news media against the contractual obligations signed with the advertiser as well as being able to determine which cases are in a situation of illegality and consequently to make a right decision regarding the inclusion of certain commercial messages within the media.

DESCRIPTION OF CONTENTS: PROGRAMME

1. The role of advertising in the media
2. Media, advertising agencies and advertisers
3. Concentration, the media and advertising
4. Advertising Legislation in the media
5. Illegal advertising in the media
6. Advertising contracts
7. Media Planning
8. Selection of media and advertising space
9. Audience and circulation audit agencies
10. Advertising Rates
11. Advertising formats
12. Trends in Advertising

LEARNING ACTIVITIES AND METHODOLOGY

Combining theoretical and practical examples.

Theory: lectures and conceptual work to be done for the student from the guidelines provided by lecturer.

Practicals: consist of the analysis of the advertising industry in its relationship with the media, as well as industry trends in terms of investment, formats and legislation.

Students will carry out a report about:

- The developments and trends in advertising investments and the commercial formats in the media.
 - Main legal changes affecting the advertising media.
- This practicals will be supervised by the teacher. The final report will be presented through speech during the last session of class.
- Media Planning.

Tutorials: They are complementary. They are oriented to the practical application of the program content.

ASSESSMENT SYSTEM

Final exam: 50% of the note. The review will assess the proper assimilation by the students of the different concepts and issues raised in the lectures. The final exam is mandatory.

Practices: 50% of the note. Practices will be done in the academic year. The teacher will lead a weekly monitoring of the implementation of such case studies, to be presented by students through speech in the last sessions of the course.

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

BASIC BIBLIOGRAPHY

- Arens, W.; Schaefer, D.H. Essentials of contemporary advertising, McGraw Hill/Irwin, 2007
- Kelley, L.D.; Jegenheimer, DW. Advertising Account Planning. A practical guide, M.E. Sharpe, 2006
- Wollmer, Ch. Always On: Advertising, Marketing, and Media in an Era of Consumer Control, McGraw-Hill Professional Publishing, 2008

ADDITIONAL BIBLIOGRAPHY

- Álvarez-Peralta, M.y Franco, Y. Independencia periodística y fondos públicos: la publicidad institucional como distorsión de la competencia en el mercado informativo., Historia y Comunicación Social 23(2), 2018
- Armstrong, St. Advertising on the Internet, Dover:KoganPage, 2001
- Briñol P.; Petty R.E.; Tormala Z.L. The self-validation of cognitive responses to advertisements, J Consumer Res, 2004
- Briñol, P.; de la Corte, L; Becerra, A. Qué es persuasión, Biblioteca Nueva, 2000
- Cialdini, R.B. Influence: science and practice, Allyn and Bacon, 2001
- Díaz, D.; Izquiero, E; Bajo M. Psicología de la Comunicación, Centro de Estudios Financieros, 2017
- Jaffe, J. Life after the 30-second spot. energiza your brand with a bold mix of alternatives to traditional advertising, John Wiley&Sons, 2005
- Janoschka, A. Web Advertising. New forms of communication on the Internet, John Benjamins Publishing Company, 2004
- Petty, R.E.; Briñol, P. Persuasion: from single to multiple to metacognitive processes, Perspect Psychol, 2008
- Powell, H.; Hardy, J.; Hawkin, S.; Macrury, I. The advertising handbook, Routledge, 2009
- Robinson, H.; Wysocka, A.; Hand, Ch. Internet advertising effectiveness: the effect of design for click-through rates for banner ads., International Journal of Advertising, 26(4), 2007
- Wollmer, Ch.; Precourt, G. Always on. Advertising, marketing and media in a era of consume control, McGraw Hill, 2008