

Academic Year: (2023 / 2024)

Review date: 17-07-2023

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: PINO ROMERO, CRISTINA DEL

Type: Electives ECTS Credits : 3.0

Year : Semester :

OBJECTIVES

1. Knowledge of the context from which unconventional forms of advertising emerge.
2. Acquisition of the necessary theoretical-practical tools to analyze the crisis of conventional advertising on television and the growth of advertising investment in non-conventional media.
3. Become aware of the turning point that we are experiencing in communication in general, in advertising in particular.
4. Show the new currents that are taking place in the advertising field
5. Skills for creating messages in unconventional advertising media.

DESCRIPTION OF CONTENTS: PROGRAMME

1. Branding. The power of branding.
2. The figure of the Crossuser. Storytelling as an advertising strategy.
3. Pull&Push strategies. Inbound marketing or Branded Content.
4. Communication strategies in social media. Good practices.
5. Alternative marketing. Guerrilla marketing. Categories. Viral marketing
6. Integrated advertising. The tran

LEARNING ACTIVITIES AND METHODOLOGY

- Master classes

Theoretical knowledge that introduces the student to the context of unconventional advertising and its various techniques in the new media. Skills 1 and 2 (1 ECTS).

- Practical classes

Study of cases related to the theoretical content of the subject. The teacher will determine the cases based on the program detailed in this file. Skills 2 and 3 (0.5 ECTS).

ASSESSMENT SYSTEM

Final exam of the subject: 35% of the overall grade.

- Work / Essay / Practice: 65% of the overall mark.

- The active and well-founded participation of the student in practical classes and tutorials will be valued for the purpose of improving the overall mark.

IT IS ESSENTIAL TO PASS THE THEORETICAL PART OF THE EXAM (5) TO PASS THE SUBJECT.

% end-of-term-examination:	35
% of continuous assessment (assignments, laboratory, practicals...):	65

BASIC BIBLIOGRAPHY

- Dan Pallota A logo is not a brand. , Harvard Business Review , 2011
- Felip Vidal Auladell De la marca-función a la marca- emoción y la experiencia de consumo. Una aproximación a la mercantilización de experiencias en la publicidad de la significación., Revista de Comunicación. , 2014
- Natalia Codina 5 emociones en marketing con sus respectivos ejemplos reales, Semrush Blog, 2019
- Yasushi Kusume How to create a memorable brand experience, Design Council , 2015
- by 99designs Team 8impactfulbrandingtrends for2022, by 99designs Team, 2022
- null The Power of Branding , Desing Council , 2013