
Academic Year: (2023 / 2024)

Review date: 05-10-2020

Department assigned to the subject: Institute for the Development of Enterprises and Markets (INDEM)

Coordinating teacher: LADO COUSTE, NORA RITA

Type: Electives ECTS Credits : 6.0

Year : 1 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

None

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

The objective of the course is to develop an advertising campaign for a real client from a briefing provided by the client.

As in any advertising agency, the work is developed in teams, under the supervision of the lecturer. The size of the team, between 3 and students, is adapted to the volume of work generated by each briefing.

Functions carried out in the lab-agency

1.- Analysis of the communication problem presented by the client.

Information about the problem is collected through various sources: secondary, qualitative primary and quantitative primary.

Analysis tools are used for marketing and strategic management.

2.- Elaboration of the advertising strategy.

The communication strategy is developed and, from this, the creative strategy.

Advertising sketches are prepared and subjected to pre-tests of creativity using a variety of research techniques, from classic interrogation techniques to biometric techniques such as the eye tracker or facial coding, for which the lab agency has the necessary tools.

3.- Development of the media plan.

4.- Development of the production plan.

Includes budget and legal considerations.

5.- Proposal of control plan.

Identification of the necessary KPI's to measure the effectiveness of the advertising campaign.

LEARNING ACTIVITIES AND METHODOLOGY

Working in the lab agency requires at least three moments of contact between the students and the client:

- The presentation of the briefing by the client.
- A session of questions to the client
- The campaign proposal by the student team

The work in the agency lasts approximately three months (April-July).

The pace of work is weekly, with meetings between the team and the lecturer to monitor progress:

- Week 1. Collection of information about the client (company, products and brands), in order to be prepared to receive the briefing.
- Week 2. Reception of the briefing.
- Week 3. Analysis of the communication problem.
- Week 4. Collection of information.
- Week 5. Development of the communication strategy.
- Week 6. Development of the creative strategy.
- Week 7. Elaboration of sketches.
- Week 8. Pre-test of creativity.
- Week 9. Modification of sketches.
- Week 10. Elaboration of the media plan.
- Week 11. Production plan and control plan.
- Week 12. Presentation to the client.

ASSESSMENT SYSTEM

% end-of-term-examination:	100
% of continuous assessment (assignments, laboratory, practicals...):	0

The final grade for each student in the lab agency is made up of the following grades:

- A common final grade for all team members. This evaluation is carried out by the client and the lecturer, it accounts for 70% of each student's final grade, and meets the following criteria:
 - + Adequacy of the advertising proposal to the briefing received (30%)
 - + Research and analysis work (20%)
 - + Originality of proposal (20%)
 - + Ability to communicate and present the campaign (10%)
 - + Design and presentation of materials (20%)

% end-of-term-examination:	100
% of continuous assessment (assignments, laboratory, practicals...):	0

- An individual grade that evaluates each student's participation in the final presentation of the campaign. This is done by the client and represents 20% of the final grade.
- An individual grade based on the student's contribution to the work developed by the team. This evaluation responds to an individual supervision of each student that the lecturer carries out throughout the three months of agency -lab and supposes a 10% of the final mark.