

Academic Year: (2024 / 2025)

Review date: 20-05-2024

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

Coordinating teacher: LADO COUSTE, NORA RITA

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.

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

CG4, To acquire knowledge of the main concepts in the development of advertising strategy.

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

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

CE10, To identify and develop the basic methodologies for brand creation.

LEARNING OUTCOMES

To transmit the knowledge of what are the techniques of creativity from their origin.

To cover the training in creativity from the individual-group debate to the great creative methods.

To provide learning of the creative sequence in advertising and creative formats.

To transmit knowledge of associative techniques and their operating principles to analog techniques and analog representation in advertising.

To understand the operation of an advertising agency and its services. The client - agency relationship.

To gain insight of the function/role of strategic planning in the field of communication and brand building.

DESCRIPTION OF CONTENTS: PROGRAMME

1. Introduction to advertising creativity.

The brand concept

The CBI model (Creative Business Idea)

Case study.

2. The insight.

Generation of insights.

From the client's brief to creativity.

Strategy and insight.

3. The advertising agency.

Traditional and current structures.

The planner.

The process from the client's brief to production.

4. From the brief to the concept

Creativity and innovation. Creativity exercises

The development of the concept

Testing and telling the idea

5. From the concept to the sale
Concept and advertising genres
The presentation materials
The presentation to the client

6. From sale to execution
The concept of campaign
Process of the television campaign
Process of the digital campaign
Process of the graphic campaign
Social media
Promotional marketing and direct marketing

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

Practical exercises: 5 points.

Final Exam: 5 points.

Evaluation Criteria for the Extraordinary Exam:
"The note of the Continuous Assessment is kept"

BASIC BIBLIOGRAPHY

- A. Jerome J., Bonnie L. Drewniany Creative Strategy in Advertising, University of South Carolina, Columbia, 2014
- Alice Kavounas PENSAMIENTO ESTRATÉGICO PARA CREATIVOS PUBLICITARIOS, PROMOPRESS, 2016
- Andrew McStay CREATIVITY AND ADVERTISING, ROUTLEDGE, 2013
- John Hegarty HEGARTY ON CREATIVITY, THAMES & HUDSON, 2014
- Teresa Iezzi THE IDEA WRITERS, ADVERTISING AGE, 2010

- Tom Altsel & Jean Grow ADVERTISING CREATIVE, SAGE, 2017

- Tom Altstiel (Author), Jean M. Grow (Author), Marcel Jennings (Author Advertising Creative: Strategy, Copy, and Design 5th Edition , Sage, 2019

- W. Glenn Griffin, Deborah Morrison THE CREATIVE PROCESS ILLUSTRATED, HOW Books, 2010