

SUBJECT: NEW ADVERTISING TRENDS
AUDIOVISUAL COMMUNICATION. ELECTIVE 3° COURSE. FIRST TERM (3 CREDITS ECTS)

	THEORY(1'5H)	PRACTICE (1'5H)
WEEK 1	Subject presentation and assessment. Bases of conventional advertisement. Causes and consequences of advertising saturation. New advertising trends. PUSH VS PULL strategies.	Form groups and final project explanation: to create an advertising campaign for a chosen brand using only new trends. First project: Describe two advertising experience, one positive and one negative.
WEEK 2	The importance of helpful advertising. Definition, main features and digital "Word of mouth" impact. The prosumer figure.	Project 1: delivery and volunteer presentation. Class: gathered in groups the students will defend advertising campings that have been censored in the past. Second project: find for examples of useful advertising (surprise, entertain, inform and teach).
WEEK 3	Intrusive advertising VS Branded Content. Beginnings, definition, advantages, main features, formats and examples of Branded Content.	Project 2: delivery and volunteer presentation. Viewing: Kevin Alloca conference (Youtube new trends CEO). Third project: create a viral video.
WEEK 4	Product placement: beginnings, features and legalities. New trends in product placement: Digital product placement and social networks mixing.	Viewing: viral videos created. Viewing: Branded Content Day 2 conference. Fourth project: Create a Branded content action for "UC3M" brand.
WEEK 5	New trends and examples of guerrilla marketing: street marketing, ambient marketing, sensorial marketing, flashmobs, lipdubs. Engagement, branding and publicity definitions.	Project 4: delivery and volunteer presentation. Discussion: "Epic fails" in corporate communication. Guidelines for crisis communication. Fifth project: To solve a case study about a crisis in Desigual communication.
WEEK 6	Social media marketing. The community manager figure: functions skills and abilities. New trends in social media campaigns.	Project 5: delivery and volunteer presentation. Viewing: documentary called "Art©"
WEEK 7	Advergaming: definition, main features and trendy advertgaming campaigns. Final project presentation.	Final project presentation.