

COURSE NAME: COMMUNICATION AND ADVERTISING FOUNDATIONS		
POSTGRADUATE COURSE: MASTER IN ADVERTISING COMMUNICATION Prof. Dr. Alejandro Melero	ECTS: 3	TERM: 1º

COURSE TIMETABLE WEEKLY PLANNING

WEEK	N SESSI	CONTENT DESCRIPTION OF THE SESSION	GROUP		Indicar espacio distinto de aula (aula informática, audiovisual, etc.)	STUDENTS WEEKLY WORK		
			BI C	SM AL L		DESCRIPTION	ATTENDANCE HOURS	WORK HOURS (Max. 7h/week)
1	1	Course Presentation Part 1: Introduction to advertising, What is advertising?	X				1,5	2
	2	Part 1 (continuation): Advertising History. Theories and models of Consumer Response.	X				1,5	2
	3	Part 1 (continuation): Advertising and Marketing.	X				1,5	2
2	4	Part 1 (continuation): Advertising and society	X				1,5	2
	5	Part 2: How advertising works. The role of the advertiser.	X				1,5	2
3	6	Part 2 (continuation): Strategic planning (the client's Brief)	X				1,5	2
	7	Part 3: The role of the agency. Creative Dpt. Creative Strategy.	X				1,5	2
	8	Part 3 (continuation): Creative solutions. Part 4: The role of the agency.	X				1,5	2
4	9	Part 4 (continuation): New Media. Media type and classification.	X				1,5	2
	10	Part 5. Other marketing communication tools: Direct Marketing. Sales Promotion.	X				1,5	2
5	11	Part 5 (continuation). Public Relation, Events and sponsorship. Part 6. Advertising Agencies: structure and types.	X				1,5	2
	12	Part 6 (continuation): Media Agencies. Future of advertising agencies.	X				1,5	2
6	13	Final conclusions.	X				1,5	2
	14		X				1,5	2
Subtotal 1							21	28
						Total 1 (Attendance hours and student's work hours between weeks 1 to 6)		49
7-11	Submission of assignments							6
	Tutorial time. Meeting with students.							2
	Participation in Aula Global							6
	Final exam preparation and attendance Grading							12
						Total 2 (Student's work hours between weeks 7 to 11)		26
TOTAL HOURS (Total 1 + Total 2: Attendance hours and student's work hours between weeks 1-11)								75