



COURSE: ADVERTISING, PROMOTION AND PUBLIC RELATION TECHNIQUES

DEGREE: BACHELLOR'S DEGREE IN TOURISM

YEAR: 3

TERM: 2

WEEKLY PROGRAMMING

Week	Session	DESCRIPTION	GROUP		Special room for session (computer classroom, audio-visual classroom...)	WEEKLY PROGRAMMING FOR STUDENT		
			LECTURES	SEMINAR		DESCRIPTION	CLASS HOURS	HOMEWORK HOURS Maximum 7 H
1	1	Course introduction: Program description, methodology (cases, exercises, lectures) and evaluation system (individual presentations, cases, class participation, tests and group work) Topic 1: Fundamentals of Communications and Public Relations	X			Read the documentation on this subject and revise course documentation.	1	
1	2	Practical class work: CASE 1 Class Discussion		X		Read lecture reference materials, case preparation	1	
2	3	Topic 2: Structure of Advertising and Public Relations activities	X			Read the content of theory lecture	1	
2	4	Practical class work: CASE 2 Class Discussion		X		Read lecture reference materials, case preparation	1	
3	5	Topic 3: Systems and process of Advertising and Public relations.	X			Read the content of theory lecture	1	
3	6	Practical class work: CASE 3 Class Discussion		X		Read lecture reference materials, case	1	

		Introduction to the Communication Plan Project				Preparation. Consider a marketing plan project student groups.		
4	7	Topic 4: Creativity in Advertising	X			Read the content of theory lecture	1	
4	8	Practical class work: CASE 4 Class Discussion		X		Read lecture reference materials, case Preparation.	1	
5	9	Topic 5: Advertising Planning and media coverage.	X			Read the content of theory lecture	1	
5	10	First presentation: Briefing and objectives of Communicatio Plan Project. Group work		X		Practicing exercises solution, cases, and short projects	1	
6	11	Topic 6: Advertising and communication efficiency, performance and profitability: Models of analysis.	X			Read the content of theory lecture	1	
6	12	Practical class work: CASE 5 Class Discussion		X		Read lecture reference materials, case Preparation	1	
7	13	Topic 7: Theories and techniques of public relations	X			Read the content of theory lecture	1	
7	14	Second presentation: First structure of the Communication Project Plan Work		X		Practicing exercises solution, cases, and assigned short projects	1	
8	15	Topic 8: Non conventional communication techniques: Below the line activities.	X			Read the content of theory lecture	1	
8	16	Third Presentation: Second structure presentation Media channels and instruments within the Communication plan. Communication strategy.		X		Practicing exercises solution, cases, and development of the assigned project.	1	

9	17	Topic 9: Management of corporate communications. The Dircom	X			Read the content of theory lecture	1	
9	18	PARTIAL EXAM TESTS (COVERING TOPICS 1 TO 7)			X	Practicing exercises solution, cases, and short projects.	1,5	
10	19	Topic 10: The internal communication – Internal Marketing	X			Read the content of theory lecture	1	
10	20	Practical class work: CASE 6 Class Discussion		X		Read lecture reference materials, case Preparation	1	
11	21	Topic 11: New trends in advertising	X			Read the content of theory lecture	1	
11	22	Practical class work: CASE 7 Class Discussion		X		Read lecture reference materials, case Preparation	1	
12	23	Topic 12: Ethics and Deontology in Advertising and Public Relations.	X			Read the content of theory lecture	1	
12	24	Practical class work: CASE 8 Class Discussion		X		Read lecture reference materials, case Preparation	1	
13	25	Practical class work: workshop for final Communication Plan presentation – Term final project.		X		Read the content of theory lecture	1	
13	26	Practical class work: Preparatory session for the final report structure and executive summary.		X		Read lecture reference materials, case Preparation	1	
14	27	Final Presentation: Write a Communication Plan and the executive summary. Presentation in the classroom by work group.		X		Read lecture reference materials, case Preparation	1	
14	28	Final Presentation: Write a Communication Plan and the		X		Read lecture reference materials, case	1	

		<i>executive summary. Presentation in the classroom by work group.</i>				Preparation		
SUBTOTAL							42	+ 68 = 110
15		Tutorials, handing in, etc		X				
16-18		Assessment		X			3	
TOTAL							150	