



<b>COURSE NAME: CREATIVITY I: FROM THE CONCEPT TO THE CAMPAIGN</b>		
<b>POSTGRADUATE COURSE: MASTER IN ADVERTISING COMMUNICATION</b> <b>Prof. Alberto Zschiesche and Prof. Antonio Pacheco</b>	<b>ECTS.</b> <b>3</b>	<b>TERM: 1º</b>

COURSE TIMETABLE								
WEEKLY PLANNING								
W	S	CONTENT DESCRIPTION OF THE SESSION	GROUP		Space (if different from classroom)	STUDENTS WEEKLY WORK		
			BIG	SMALL		DESCRIPTION	ATTENDANCE HOURS	WORK HOURS (Max. 7h/week)
1	1	1. Introduction to advertising creativity. (A.Z.)	X			Lectures and student's work	1,5	2
	2	1. Introduction to advertising creativity. (A.Z.)	X			Lectures and student's work	1,5	2
2	3	2. The insight. (A.Z.)	X			Lectures and student's work	1,5	2
	4	2. The insight. (A.Z.)	X			Lectures and student's work	1,5	2
3	5	3. The advertising agency. (A.Z.)	X			Lectures and student's work	1,5	2
	6	3. The advertising agency. (A.Z.)	X			Lectures and student's work	1,5	2
4	7	4. From the brief to the concept (A.P.)	X			Lectures and student's work	1,5	2
	8	4. From the brief to the concept (A.P.)	X			Lectures and student's work	1,5	2
	9	4. From the brief to the concept (A.P.)	x			Lectures and student's work	1,5	2
5	10	5. Del concepto a la venta (A.P.)	X			Lectures and student's work	1,5	2
	11	5. Del concepto a la venta (A.P.)	X			Lectures and student's work	1,5	2
	12	5. Del concepto a la venta (A.P.)	X			Lectures and student's work	1,5	2
6	13	6. From sale to execution (A.P.)	X			Lectures and student's work	1,5	2
	14	6. From sale to execution (A.P.)	X			Lectures and student's work	1,5	2
	15	6. From sale to execution (A.P.)	X			Lectures and student's work	1,5	2,5
Subtotal 1							22,5	30,5
Total 1 (Attendance hours and student's work hours between weeks 1 to 6)							53	
7-8		Submission of assignments					7	
		Tutorial time. Meeting with students.					2	
		Final exam preparation					13	
Total 2 ( Student's work hours between weeks 7 to 8)							22	
TOTAL HOURS (Total 1 + Total 2: Attendance hours and student's work hours between weeks 1-8)							75	