



**COURSE NAME: PRODUCTION MANAGEMENT OF ADVERTISING PROJECTS**

**POSTGRADUATE COURSE: MASTER IN ADVERTISING COMMUNICATION**  
Prof. Carmen Ciller

**ECTS.**  
**3**

**TERM: 3**

**COURSE TIMETABLE**  
**WEEKLY PLANNING**

W	S	CONTENT DESCRIPTION OF THE SESSION	GROUP		Space (if different from classroom)	STUDENTS WEEKLY WORK		
			BIG	SMAL		DESCRIPTION	ATTENDANCE HOURS	WORK HOURS (Max. 7h/week)
1	1	1. The executive producer. Functions.	X			Lectures and student's work	1,5	2
	2	1. The executive producer. Functions.	X			Lectures and student's work	1,5	2
	3	1. The executive producer. Functions.	X			Lectures and student's work	1,5	3
2	4	2. The production designer. Functions.	X			Lectures and student's work	1,5	2
	5	2. The production designer. Functions.	X			Lectures and student's work	1,5	2
	6	2. The production designer. Functions.	X			Lectures and student's work	1,5	3
3	7	3. Production design. Event Production.	X			Lectures and student's work	1,5	2
	8	3. Production design. Event Production.	X			Lectures and student's work	1,5	2
	9	3. Production design. Event Production.	X			Lectures and student's work	1,5	3
4	10	3. Production design. Event Production. Study Case.	X			Lectures and student's work	1,5	2
	11	3. Production design. Event Production. Study Case.	X			Lectures and student's work	1,5	2
	12	3. Production design. Event Production. Study Case.	X			Lectures and student's work	1,5	3
5	13	4. Project presentation.	X			Lectures and student's work	1,5	3
	14	4. Project presentation.	X			Lectures and student's work	1,5	3
<b>Subtotal 1</b>							<b>21</b>	<b>34</b>
<b>Total 1 (Attendance hours and student's work hours between weeks 1 to 6)</b>								<b>55</b>
7-8	Submission of assignments							7
	Tutorial time. Meeting with students.							2
	Final exam preparation							11
<b>Total 2 ( Student's work hours between weeks 7 to 8)</b>								<b>20</b>
<b>TOTAL HOURS (Total 1 + Total 2: Attendance hours and student's work hours between weeks 1-8)</b>								<b>75</b>