

Contemporary Advertising Systems

Code: 103138
ECTS Credits: 6

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	OB	2	2

Contact

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Use of Languages

Principal working language: spanish (spa)
Some groups entirely in English: No
Some groups entirely in Catalan: No
Some groups entirely in Spanish: No

Prerequisites

The students who take this course must have a coneixements previs de comunicació. Encara that l'assignatura s'imparteix en castellà, the students that vulguin cursar have to have a minimum coneixements of the Catalan language per a millor seguiment i participation of the interventions and diàlegs generats in the sessions docents.

Objectives and Contextualisation

The subject is part of the Theory and Structure of Advertising and Public Relations, in block with other subjects s

Learning objectives of the subject:

Introduce students in the structural study of the whole contemporary adv
Show students different communication techniques to apply according to
In this way, students will have a comprehensive view of the possible corr
In the subject will also work the presentation techniques, with the aim of i

Competences

- Apply the knowledge of various social science disciplines to the study of culture as a parameter for organising markets, in the field of advertising as the main system of persuasive communication.
- Demonstrate knowledge of the legislation developed in the field of social communication.
- Demonstrate knowledge of the medias social impact.
- Demonstrate knowledge of the professional and economic structure of the medias business system.
- Differentiate the disciplines main theories, fields, conceptual developments, theoretical frameworks and approaches that lay the foundations for the disciplines knowledge and its different areas and sub-areas, as well as its value for professional practice by means of specific cases.

Learning Outcomes

1. Describe the business system structure of the major advertising and public relations groups.
2. Distinguish and explain the main cultural trends underpinning the analysis of persuasive communication.

3. Explain the theories that characterise persuasive communication in the structural field of production, distribution and reception of advertising messages and public relations actions.
4. Identify the difference between conventional and non-conventional media in the advertising system.
5. Identify the sources of artistic and literary tradition in the analysis of advertising messages.
6. Interpret legislation developed in the field of advertising and public relations.
7. Recognise and appraise the impact of current affairs in building advertising messages.
8. Recognise and describe the codes of ethics and self-regulation governing the advertising profession.
9. Recognise and distinguish the professional profiles and functions of the different subjects that play a role in advertising activity.

Content

Topic 1.- Advertising integrated in the marketing process.

- 1.1.- Marketing objectives and communication objectives.
- 1.2.- The establishment of qualitative objectives and quantitative objectives.
- 1.3.- Players of the advertising system (advertiser, consumer, agency, media).

Unit 2.- Classification of the media in: conventional and non-conventional.

- 2.1.- Communication techniques that would enter by classification.
- 2.2.- Analysis of advertising investment data. Evolution and trends.
- 2.3.- Seasonality of the investment.
- 2.4.- Reflection on the circumstances that have led to changes in advertising.

Topic 3.- Advertising communication techniques. Its application according to the marketing objectives. Reasons for its use.

- 3.1.- Promotion
- 3.2.- Relational Marketing
- 3.3.- Street marketing, dance marketing, ambient marketing
- 3.4.- Branded Content
- 3.5.- Relationship between Advertising and Publicity.
- 3.6 - Sensory marketing
- 3.7 - Merchandising

Methodology

Teaching methodology:

- Theoretical sessions in which an attempt will be made to bring the student to the subject.
 - Seminars, with practical activities, counting on a previous work on the subject.
 - Autonomous work by the student (search of sources of information, analysis of advertising campaigns, etc.).
- The students will work throughout the subject in closed teams.

Activities

Title	Hours	ECTS	Learning Outcomes
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Type: Directed

Theoretical class	36	1.44	2, 3, 5
Type: Supervised			
Exam	3	0.12	2, 3, 5
Seminars	15	0.6	2, 3, 5
Tutorials	3	0.12	2, 3, 5
Type: Autonomous			
Sources of documentation, readings and work	72	2.88	2, 3, 5

Assessment

The evaluation system that will be followed in the subject is the following:

- Performance of group work (50% of the grade)
- Intervention in seminars (10% of the grade)
- Test type test (40% of the grade)

To pass the subject must pass both the work and the exam, without it is not possible. Attendance at the seminars is compulsory (minimum 80% attendance), and in the case of suspending group work or any of the seminars, the student must attend the exam. If the student suspends the exam he / she will be able to present himself / herself in the next examination period. The student who wishes to improve the grade of the first examination session must attend the exam in the next examination period.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	40%	3	0.12	1, 2, 3, 4, 5, 6, 8, 9, 7
Seminars Assistance	10%	3	0.12	1, 2, 3, 4, 5, 6, 8, 9, 7
Work	50%	15	0.6	1, 2, 3, 4, 5, 6, 8, 9, 7

Bibliography

Students can consult the compulsory bibliography in the virtual campus at the beginning of the teaching period.

OPTIONAL BIBLIOGRAPHY

- Arnold, D. *Cómo gestionar una marca*. Ed. Parramón.
- Crainer, S. *El verdadero poder de las marcas*. Eresma & Celeste Ediciones.
- García Uceda, M. *Las claves de la publicidad*. Ed. ESIC.
- González Lobo, M.A. *Curso de Publicidad*. Eresma & Celeste Ediciones.
- Lane Keller, Kevin. *Administración Estratégica de Marca. Branding*. Ed. Pearson.
- Ortega, E. *La comunicación publicitaria*. Ed. Pirámide.
- Rodríguez del Bosque, I. *Dirección Publicitaria*. Editorial UOC