

**Advertising and Public Relations Today**

Code: 103139  
ECTS Credits: 6

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	OT	4	0

**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**

They are not needed

**Objectives and Contextualisation**

Knowledge and development of the current tendencies of advertising and PR advertising in the business field.

- Knowledge and practice of the latest tools for planning the communication.
- Content Hunting
- Approach to the agency of the future.
- Explain the new advertising and PR tools for its integration in the advertising system.
- Application through real practical cases.

**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 media's social impact.
- Demonstrate knowledge of the professional and economic structure of the media's business system.

**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. Identify and describe the mechanisms of building events in the field of advertising and public relations.
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

Generation of knowledge in current advertising and PR and application of the same highlighting among other app

- 1.Communication and marketing 2.0
- 2.Communication and marketing 3.0 and 4.0
3. Strategic planning: Account Planner
4. Blue Oceans versus Red Oceans
5. T- Plann applied
- 6.The agency of the future
7. Trends in communication and public relations offices
8. New areas in Public Relations

## Methodology

Classes with exhibition of educational content by the teacher.

Practical classes with case resolution.  
Student Proactivity  
Teamwork

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Master classes, seminars and tutorials	147	5.88	1, 2, 3, 4, 5, 6, 8, 9, 7

## Assessment

Classroom attendance is mandatory for presentations. To approve the subject, all phases must be approved.Clas

Work 60%. Recoverable Configured by different tests that individually none is greater than 20% - Intervention at 1

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Evaluation Activitis	30% exams 60% jobs 10% seminar participation	3	0.12	1, 2, 3, 4, 5, 6, 8, 9, 7

## Bibliography

Given the characteristics of the subject, the main reading magazines are attached:

1. El Publicista
2. Campaing
3. Advertaising Age
4. Anuncios
5. Agenda de la comunicación
6. Anuario de marketing
7. Control
8. Anuario de la creatividad española
9. IP