

Advertising Genres

Code: 103073
ECTS Credits: 6

Degree	Type	Year	Semester
2501928 Audiovisual Communication	OT	4	0

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

Contact

Name: Guillem Marca Frances
Email: Guillem.Marca@uab.cat

Use of Languages

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

External teachers

1470513

Prerequisites

Take into account the concepts exposed to the subject Theory of Audiovisual Genres.

English knowledge for reading and viewing.

Objectives and Contextualisation

This optional subject of 6 ECTS is part of the subject Audiovisual Gender, together with the aforementioned, Television Genres, Film Genres, Interactive Genres, and Radio and Television Programming.

The main objective is to have the basic specific knowledge about the set of narrative and expressive conventions that define the different genres and formats of Audiovisual Communication and Advertising, as well as the associated productive routines. In this particular case, everything that refers to the production and analysis of genres and advertising formats.

Competences

- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Develop autonomous learning strategies.
- Develop critical thinking and reasoning and be able to relay ideas effectively in Catalan, Spanish and a third language.
- Differentiate the disciplines main theories, fields, conceptual developments, as well as their value for professional practice.
- Generate innovative and competitive ideas in research and professional practice.
- Manage time effectively.
- Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.

- Respect the diversity and plurality of ideas, people and situations.
- Use ones imagination with flexibility, originality and ease.
- Value diversity and multiculturalism as a foundation for teamwork.

Learning Outcomes

1. Apply theories learned to the analysis of the media reality and the development of audiovisual products.
2. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
3. Develop autonomous learning strategies.
4. Develop critical thinking and reasoning and be able to relay ideas effectively in Catalan, Spanish and a third language.
5. Generate innovative and competitive ideas in research and professional practice.
6. Implement presentation, discursive and argumentative techniques to adapt them to audiovisual genres.
7. Manage time effectively.
8. Promote innovations in product building.
9. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
10. Respect the diversity and plurality of ideas, people and situations.
11. Use ones imagination with flexibility, originality and ease.
12. Value diversity and multiculturalism as a foundation for teamwork.

Content

- Introduction to the theory of advertising genres.
 - Contextualization of the advertising audiovisual
 - The communication strategy in advertising
 - Creative creative process
- Typological proposal of advertising genres.
- The importance of the carriage channel (especially the audiovisual ones).
 - Media and supports
- Associated production routines.
 - The advertising agency
 - The producer
- The influence of legal regulations and deontological codes.
 - "Autocontrol"

Methodology

The acquisition of knowledge and competences by the students will be done through various methodological procedures that include:

- Theoretical sessions, either in the form of master classes or exercises for debate and reflection proposed in the classroom and / or seminars.
- Professional sessions Visits by professionals in the classroom that will expose their experience in audiovisual production from the agency (account management), art direction and photography direction, among others.
- Practical sessions where students work in the production of advertising production.

The proposed teaching methodology and evaluation activities may undergo some modifications depending on the health authorities' attendance restrictions.

The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: the description of the activities, teaching materials, and any necessary information for the proper follow-up of the subject. In case of a change of teaching modality for health reasons, teachers will make readjustments in the schedule and methodologies.

The student who performs any irregularity (copy, plagiarism, identity theft...) will be qualified with 0 in this assignment or exam. In case there are several irregularities, the final grade of the subject will be 0.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Laboratory practices	22.5	0.9	11, 1, 9, 2, 3, 4, 5, 7, 6, 10, 12
Masterclass	15	0.6	11, 2, 4, 7, 10
Seminars	15	0.6	11, 1, 9, 2, 3, 4, 5, 7, 6, 10, 12
Type: Supervised			
Personal tutoring	7.5	0.3	1, 2, 4, 7, 6, 10
Type: Autonomous			
Reading, analysis	82.5	3.3	9, 2, 4, 5, 7, 6

Assessment

The evaluation system is continuous and has three parts:

- Advertising production (60% of the note). Two advertising pieces (Recoverable)
- Theoretical evaluation test (20%). (Recoverable)
- Assistance, intervention and practices of the seminars (20%) (Not recoverable)

For the final grade of the subject the average of the evaluable parts will be made although one of them is suspended (demanding a minin of 3 of the theoretical part), but not if two of them are suspended.

The productions or practices suspended before December 4, 2019 will be re-delivered through the virtual classrooms on December 11th. The exercises suspended after 4 December will be submitted during the weeks of revaluation. The theoretical evaluation test will set a first call for the month of December and a second call set between the last three weeks of the subject.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Advertising production	60%	4	0.16	11, 1, 9, 2, 3, 4, 5, 7, 6, 8, 10,

Assistance, intervention and practices of the seminars	20%	1.5	0.06	11, 1, 2, 4, 5, 6, 8, 10, 12
Theoretical evaluation test	20	2	0.08	1, 9, 2, 4, 7, 6

Bibliography

Aaker, David. A. (2000) Construir marcas poderosas Gestión 2.000, Barcelona.

Bassat. Lluís. (2001) El libro rojo de la publicidad Plaza y Janés, Barcelona.

Cerviño, Julio (2002); Marcas Internacionales: Como crearlas y gestionarlas Ediciones Pirámide, Madrid.

Costa, Joan (2005) La imagen de marca, Barcelona Ed. Paidós Ibérica, Barcelona.

Fernández Cavia, Josep (2005). "Els formats no convencionals i la transformació del negoci publicitari a la televisió". *Quaderns del CAC*, N° 22, pp. 21-34.

García-Clairac, Santiago (2005). *Realización de spots publicitarios* Córdoba: Almuzara.

García Guardia, M^a Luisa & Menéndez Hevia, Tania (2007). *Fundamentos de la realización publicitaria* Madrid: Fragua.

García Uceda, Mariola (2001) Las claves de la publicidad ESIC editorial, Madrid.

Gómez Jiménez, Miguel Ángel (2002) ¿Qué hay en una marca? Dossat 2000, Madrid.

González Martín, Juan Antonio. (1996) Teoría general de la publicidad Ed. Fondo de Cultura Económica, Madrid.

Jiménez Zarco, Ana Isabel (coord.) Dirección de productos y marcas Ed. UOC, Barcelona 2004 pp.101-127.

Kapferer, Jean-Noël (1992) La marca ,capital de la empresa Expasión Deusto, Bilbao.

Kumar, Nirmalya y Steenkamp, Jan-Benedict E.M.(2007) La estrategia de las marcas blancas Deusto, Bilbao.

Moliné, Marçal. (1996) La comunicación activa: publicidad sólida Ed Deusto, Bilbao.

Moliné, Marçal. (2000) La fuerza de la publicidad McGraw Hill, Madrid

Nos, Eloísa. (2007) Lenguaje Publicitario y discursos solidarios Ed. Icaria, Barcelona.

O'Guinn Tomas, Allen Chris y Semenik Richard (1998) Publicidad Ed. International Thomson. México D.F.

Ortega Martínez, Enrique. (1991) La dirección publicitaria Ed. Esic, Madrid

Roberts, Kevin. (2005) Lovemarks, Barcelona, Urano

Russell, Thomas; Laney, Ronald; y Whitehill, King (2005) Publicidad Ed. Pearson, Madrid

Segarra, Toni (2009). *Desde el otro lado del escaparate*. Madrid: Espasa.

Solana, Daniel (2010). *Postpublicidad: Reflexiones sobre una nueva cultura publicitaria en la era digital*. Barcelona: DoubleYou