

Advertising and Public Relations Strategies

Code: 103134
ECTS Credits: 12

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

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.

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Use of Languages

Principal working language: catalan (cat)
Some groups entirely in English: No
Some groups entirely in Catalan: No
Some groups entirely in Spanish: No

Other comments on languages

There will be sessions in English in 3-4 out of 7 modules modules. Aprox. 40-50% sessions

Teachers

Jorge Menal Casas
Anna Fajula Payet

Prerequisites

Knowledge of basic concepts explained in Introduction to marketing & Introduction to Advertising.

Objectives and Contextualisation

Provide students of the fundamental knowledge on the strategic side of communication, both at the conceptual level (analysis, branding and conceptualization) and implementation (execution of the various phases of a communication plan).

Competences

- Analyse market data (competition and brand image) to develop a communication plan.
- Demonstrate a critical and self-critical capacity.
- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Demonstrate knowledge of management theories in the management of advertising companies and organisations.
- Develop autonomous learning strategies.
- Develop critical thinking and reasoning and be able to relay ideas effectively, in both official languages (Catalan and Spanish) and a third language.
- Disseminate the areas knowledge and innovations.

- Generate innovative and competitive ideas in research and professional practice.
- Manage time effectively.
- Respect the diversity and plurality of ideas, people and situations.
- Set communication objectives and design strategies that are suited to the dialogue between brands and consumers.
- Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
- Use ones imagination with flexibility, originality and ease.
- Value diversity and multiculturalism as a foundation for teamwork.

Learning Outcomes

1. Demonstrate a critical and self-critical capacity.
2. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
3. Develop a media strategy according to communication goals and the relationship between duration, territorial coverage and frequency.
4. Develop autonomous learning strategies.
5. Develop critical thinking and reasoning and be able to relay ideas effectively, in both official languages (Catalan and Spanish) and a third language.
6. Disseminate the areas knowledge and innovations.
7. Distinguish the techniques for developing the corporate image of advertising companies and organisations.
8. Generate innovative and competitive ideas in research and professional practice.
9. Identify the foundations of brand creation and management.
10. Manage time effectively.
11. Respect the diversity and plurality of ideas, people and situations.
12. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
13. Use ones imagination with flexibility, originality and ease.
14. Value diversity and multiculturalism as a foundation for teamwork.

Content

MODULE 1: THE IMPORTANCE OF THE STRATEGY AND THE STRATEGIC PLANNER

- The role of strategy
- Communicate what, how and when
- Stages of the strategic process: analysis - diagnosis - strategy - actions - content
- The communication plan. Holistic vision and context of the brand
- The planner as the person responsible for the strategy within the agency

MODULE 2: THE CATEGORY

- The micro-environment of the brand: its competitive context. The category as a market
- Category perception from the point of sales
- Category perception from the inputs received from the street and media
- Tools to analyse and measure the category: Market data, Copy analysis and Store checks
- Positioning: the brand and the category in the mind of the consumer
- Positioning maps

MODULE 3: THE BRAND

- The subject of communication: the brand as the identity of products, companies and institutions
- Key concepts of branding
- Construction axes and dimensions of the brand: awareness and meanings
- Brand Essence
- Brand Personality
- Elements of identity

MODULE 4: STAKEHOLDERS

- The publics of communication
- The stakeholders
- Consumer knowledge
- Research instruments
- Consumer segments & typologies

MODULE 5: CONSUMER JOURNEY AND TOUCH POINTS ANALYSIS

- The Consumer Journey
- Media Neutral strategy & contact points
- Paid, Owned & Earned media
- Consumer intelligence: social listening and DataMining
- Consumer segmentation around the funnel: the 4Z's theory

MODULE 6: THE COMMUNICATION'S STRATEGY

- The roles of communication
- From diagnosis to the objective
- Communication's target & Projected target
- Strategy development and messages to communicate

- The Brief as a "translator" of the strategy
- The Copy Strategy and other models to summarize the strategy

MÒDUL 7: THE EMOTIONAL CONNECTION

- Identification and engagement
- The insights
- Instruments of persuasion
- The big idea
- The action's Plan: activities & content to activate the big idea and messages defined

MODULE 8: THE PRESENTATION OF THE YEAR TASK

- Content and storytelling of the presentation
- Misse-en-escène: preparing the setting and performance in the D day

ANNEX: THE AGENTS

- Agents involved in the process of create and execute a communication's strategy
- The corporate communication and marketing team
- The structure of the agency
- The researchinstitute
- Other agents
- The growing role of women in the professional communicative ecosystem.

The detailed calendar with the content of the different sessions will be presented on the day of presentation of the subject. It will be uploaded to the Virtual Campus, where students will also be able to access the detailed description of the exercises and practices, the various teaching materials, and any necessary information for the proper follow-up of the subject.

Methodology

Various activities will be carried out during the course:

1.- Master classes

- 2.- Workshp sessions
- 3.- Reading texts
- 4.- Presentations to the group
- 6.- Year Work of the subject (Communication Plan)
- 7.- Group or individual tutoring
- 8.- Conference or talk by professionals in the commercial communication and PR sector (to be defined)

These activities will be organized, during the 9 months of the course, as follows:

1- Master classes:

Keynotes about the matter (first semester online), exposition and consultation of doubts. Compulsory attendance.

There will be between 8 and 10 sessions of 3 hours throughout the course, taught by the main associate professor.

2- Workshop sessions:

Between 12 and 15 workshop sessions of 3 hours linked to each one of the master classes.

In them you can expand / complement the theoretical content explained in the keynote session, and then a practice will arise, which can be individual or in a group and can be done both in class or at home.

They will be taught by assistant teachers in two groups (50% of the class in alphabetical order).

3- Development of the course yearly task:

Preparation of a Communication Plan. Students will be divided into teams of 4 people. Several cases will be defined, which will be assigned for their development to 3 or 4 teams, which will "compete" for offering the best proposal.

The evolution of the work will be supervised by one of the professors through various tutorial sessions (first semester online) and a final evaluation of the finished written work will be carried out.

Subsequently, each group will make an oral presentation to defend their proposal in front of a tribunal formed by the 3 professors and, perhaps, an external professional linked to one of the cases. This court will punctuate each group and will choose, case by case, the winners of each "oralcontest".

4- Text readings:

Various readings related to the theoretical contents and sections of the work will be provided, which each student must comment in writing and individually.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Masdterclass & theoretical Keynote sessions	30	1.2	9
Team work	160	6.4	13, 2, 1, 4, 5, 8, 11, 14
Tutorials	4	0.16	1, 5, 10

Assessment

This subject conforms, together with Marketing of the first year and Creativity of the third year, the backbone of the Degree. That is why they are the core subjects of each of these three courses respectively, and they have 12 credits.

The subject is based on the balance between the learning of theoretical contents and the ability to apply them in a real day-to-day situation of the profession. Therefore, the evaluation contemplates this double dimension and the 12 credits will be distributed equally between exam (4), practices and readings (4) and course work (4). To pass the matter, it will be required a minimum of 5 for the final grade.

The official program separates the two quarters and awards 7 of the twelve credits to the first and 5 to the second one. As each of these two blocks is independent, to pass the subject it is necessary to approve both of them. Therefore, if a student suspends one of the semesters, the subject can not be approved doing average and the suspended part must be recovered.

An approximation, not exact, between the allocation of credits by academic areas and by quarters is the following:

First quarter:

- Theoric exam..... 2 credits
- Workshop sessions..... 2 credits
- Work: Communication Plan 2 credits
- Readings 0.5 credits

In any of the four sections, the minimum grade to play average with other is a 4.

Second quarter:

- Theoric exam..... 2 credits
- Workshop sessions..... 2 credits
- Work: Communication Plan 2 credits
- Readings 0.5 credits

In any of the four sections, the minimum grade to play average with other is a 4.

The credits of the work will be divided, on 100 points, of the following form:

- 6 partial tutorials --> 45 points
- Global assessment of the final written work --> 25 punts
- Oral presentation (contest classification) --> 30 points *

The winning team in each case will receive 30 points, the second 20, the third 10 and the fourth 0.

Exam: it will have a part of test questions and a practical part to be developed. The correction of the test will be based on the formula $\text{CORRECT ANSWERS} - \text{ERRORS} / \text{N}^\circ \text{OPTIONS} - 1$, which corrects the probabilities of random success of people who have not followed the subject.

Workshops and exercises: they must be carried out and delivered on the day indicated in the subject calendar or that the teaching team marks. Only those practices that have not been carried out for justified reasons or force majeure (illness, ...) can be recovered. The absence or impossibility of realization must be proven.

In both, the practical exam and practicals exercises during the workshops, the fact of answering in English the entire task will imply an extra score of between 0.3 and 0.5 points.

The student who performs any irregularity (copy, plagiarism, identity theft...) that can lead to a significant variation of the qualification of an evaluation act, will be qualified with 0 this act of evaluation. In case there are several irregularities, the final grade of the subject will be 0.

RECOVERY:

The student will be entitled to the reevaluation of the subject if he or she has been evaluated of the set of activities the weight of which equals a minimum of 2/3 of the total grade of the subject.

Course work is NOT recoverable except for some of the first 3 partial deliveries. Both, Practice and Exams blocks are recoverable, but can be recovered with a minimum grade of 3. In the case of a lower grade, the subject can not be retrieved.

The exams are recovered with a new recovery exam at the end of the course, in which the maximum mark that comes out to combine with the rest of the marks of the subject will never be higher than 6.5.

In the case of a second enrolment, students can do a single synthesis exam/assignment that will consist of a exam, divided in 2 moments, each one at the end of each quarter. The grading of the subject will correspond to the grade of the synthesis exam/assignment. However, to reduce the risk that students may face, they may choose to supplement the grading of the synthesis tests with practical exercises of the continuous assessment.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	4 credits / 33% of the final grade	6	0.24	2, 1, 5, 6, 10, 9
Workshops, exercises & readings	4 credits / 33% of the final grade	30	1.2	12, 1, 4, 5, 8, 10, 11
Year task in groups	4 credits / 33% of the final grade	10	0.4	13, 2, 12, 1, 4, 5, 7, 3, 8, 10, 11, 14

Bibliography

- How to plan advertising; APG
https://books.google.es/books/about/How_to_Plan_Advertising.html?id=Ph19v4J8bOoC&redir_esc=y
- Strategic Brand Management; Kevin L. Keller. Prentice Hall.
<https://www.amazon.es/Strategic-Brand-Management-Kevin-Keller-ebook/dp/B00IZ080FE>
- Disruption; JM Dru. Eresma
- Hitting the sweet spot; L. Fortini-Campbell. The Copy Workshop
- Punk Marketing; [Richard Laermer](#) & [Mark Simmons](#). Harpercollins
- Verdades, mentiras y publicidad; Jon Steel. Eresma
- A theory of human motivation; A. Maslow. Start Publishing
- Understanding consumer decision making: the means-end approach; Th. Reynolds. Laurence Earlbaum
- Who am I?; Steven Reiss. Berkley
- How customers think; Gerald Zaltman. Harvard BS Press
- Advertising and the mind of the consumer; Sutherland & Sylvester
- Experiential marketing; Bernd Schmitt. The Free press
- Concepting. Jan Rijkenberg; WAR
- Marketing Metaphoria; Gerald Zaltman. Harvard BS Press
- Brand meaning; Mark Batey. Psychology Press

- The Hero & the Outlaw; C. Pearson & M.Mark. McGraw-Hill
- Blue ocean Strategy; Chan & Mauborgne. Harvard BS Review
- Comment juger la création publicitaire. Philippe Villemus
- Guerrilla Publicity; Levinson, Frishman & Lublin. Adams Media
- The tipping point; Malcolm Gradwell. Black Bay Books