

Creativity in Advertising and Public Relations

Code: 103135
ECTS Credits: 12

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	OB	3	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.

Contact

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Use of Languages

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

Prerequisites

ERASMUS AND MOBILITY

This subject is annual, therefore ERASMUS AND MOBILITY STUDENTS cannot enroll.

Objectives and Contextualisation

- Learn and practice the different creative and ideation techniques in Advertising and Public Relations.
- Practice, through specific projects, the different creative techniques of Advertising and Public Relations.
- Create, produce, carry out some creative pieces under the umbrella of a 360 project that allows applying a creative strategy that includes some of the creative and ideation techniques for Advertising and Public Relations.

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 the narrative and expressive characteristics of a creative advertising message.
- 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 persuasive communication creatively.
- Manage time effectively.
- Respect the diversity and plurality of ideas, people and situations.
- 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. Describe the communication theories of productive thought and creative management.
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 different phases of the creative process.
8. Explain the basic characteristics of advertising formats that channel the development of creative ideas.
9. Generate innovative and competitive ideas in research and professional practice.
10. Identify the foundations of brand creation and management.
11. Manage time effectively.
12. Respect the diversity and plurality of ideas, people and situations.
13. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
14. Use ones imagination with flexibility, originality and ease.
15. Value diversity and multiculturalism as a foundation for teamwork.

Content

- Conceptual and strategic bases of creativity in commercial communication.
- Advertising techniques, applied to specific projects.
- Production of various pieces and advertising actions, from specific pieces for specific media to a 360 project.
- Execution of a 360 project in which creative strategies, pieces and 360 actions of Advertising and PR operate jointly

Methodology

- Learn by doing. The intention is to apply the knowledge in specific creative pieces, under a practical and continuous creative direction by the teachers.
- At the same time that the student knows the different creative techniques of Advertising and Public Relations will create, by groups, from the creative strategy to the creative executions of different projects based on real briefs. And they will present them orally and in writing for approval.
- Each group must follow the published publications (national and international) on a weekly basis. And each week, two groups will present their "Ad of the Week" proposal.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Theoretical classes and practical projects	105	4.2	14, 2, 13, 1, 3, 4, 5, 7, 6, 8, 9, 11, 10, 12, 15
Type: Supervised			
Tutoring	15	0.6	14, 2, 13, 1, 3, 4, 5, 7, 6, 8, 9, 11,

Type: Autonomous

Reading, analysis and synthesis of texts, preparation and execution of works	165	6.6	14, 2, 13, 1, 3, 4, 5, 7, 6, 8, 9, 11, 10, 12, 15
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Assessment

The grade is the average between the partial grades of the different projects:

- 15%-DRAC project
- 20%Christmas project
- 30%-Draft 4 briefs
- 20%Project 360°
- 15%-"Ad of the year".

You must have delivered all the weekly installments of the "Announcement of the Week" in order to access the average of the Projects.

Students will be entitled to the recovery of the subject if they have been assessed for the set of activities whose weight is equivalent to a minimum of 2/3 of the total grade of the subject.

Recovery activity: Project 360 Project

The proposed teaching methodology and assessment may be subject to change depending on the attendance restrictions imposed by the health authorities.

The student who commits any irregularity (copying, plagiarism, impersonation, ...) will be graded with 0 this evaluation act. In case of several irregularities, the final grade of the subject will be 0.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Evaluation	0	15	0.6	14, 2, 13, 1, 3, 4, 5, 7, 6, 8, 9, 11, 10, 12, 15

Bibliography

BASIC BIBLIOGRAPHY

Advertising

Pricken, M. (2004) *Publicidad creativa. Ideas y técnicas de las mejores campañas internacionales*. GG, BCN

Mahon Nik (2012), *Ideación. Cómo generar grandes ideas publicitarias*. Gustavo Gili. Barcelona.

Veksner, Simon (2009) *Ser un buen creativo publicitario*. Blume, Barcelona

Asociación Española de Anunciantes (2003). *Publicidad que funciona. El libro de los casos*. AEA y ESIC

PR

Palencia-Lefler, Manuel (2011) *90 Técnicas de Comunicación y Relaciones Públicas*. Profit Ed. Barcelona.

Xifra J. Lalueza (2009) *Casos de Relaciones Públicas y Comunicación Corporativa*, Prentice-Hall

Grunig, J. Hunt, T (2000) *Dirección de Relaciones Públicas*. Gestión 2000, Barcelona.

Wilcox, DL.; Autt, P.; Agee, W.; Cameron G.; (2001) *RRPP. Estrategias y Tácticas*. Addison W. Madrid.
ADECEC (2003). *40 éxitos en comunicación*. Pearson Educación, Prentice Hall. Madrid.

DIGITAL MEDIA:

Professional magazines

Anuncios: www.anuncios.com

El Periódico de la publicidad: www.periodicopublicidad.com

El Publicista: www.elpublicista.com

IP-Mark: www.ipmark.com

ControlPublicidad: www.controlpublicidad.com

Marketing directo.com: www.marketingdirecto.com

Puromarketing: www.puromarketing.com

Yorokobu: www.yorokobu.es

Advertising Age

Campaign

AdLatina

LatinSpots

Reason Why

Lüzer's Archive

Webs

-Adsoftheworld.com

- www.moline-consulting.com/MMLB.htm

- www.bcnvisualsound.org/ct/index.html

- www.eiconsortium.org/members/goleman.htm

- www.adage.com/century/people.html

- www.bcnvisualsound.org/ct/index.html

- www.prnoticias.com

-- www.canalpublicidad.com

- www.comanalysis.ch/ComAnalysis/Publication50.htm

- www.publitv.com

- www.rtve.es/tve/b/redes/semanal/prg210/entrevista.htm

- www.usshowreels.tv/index.php

- www.rae.es

- www.spotstv.com

Image stocks:

ACI: www.acionline.biz

Age Fotostock: www.agefotostock.com

Alfaqui Fotografia/Photoline.com: www.photonline.com

Anna Server Agency S.L. (ASA): www.minenpictures.com

Cover: www.cover.es

Fotononstop: www.fotononstop.com

Framepool www.framepool.com

Gastromedia: www.gastrofotos.com

GettyImages: www.gettyimages.com

HighRes Press Stock: www.highres.es

Iberimages:www.iberimage.com

Illustration Stock: www.imagenytraduccion.com

Index: www.indesfototeca.es

Matton Images: www.matton.es

Mister Bild: www.misterbild.com

Quickimage Stock: www.quick-image.com

Stock Photos: www.stockprhotos.es

Vidiments: www.vidiments.com

Latin festivals:

El Sol (publicidad):www.elsolfestival.com

Anuario de la Creatividad del cdc (publicidad y marketing): www.clubdecreativos.com

Premios a la Eficacia (publicidad y marketing): www.premioseficacia.com

Premios Laus (diseño y publicidad): www.adg-fad.org

Premios Ratón (publicidad interactiva): www.movierecord.com

Premios Imán (marketing directo): www.fecemd.org

Premios AEMP (marketing promocional): www.aemp.es

Premios APPE (producción): www.appe.org

FIAP (publicidad): www.fiap.com.ar

El Ojo de Iberoamérica (publicidad): www.elojodeiberoamerica.com

Festival Drac Novell: www.associaciopublicitat.com

International festivals:

Clio Awards (publicidad): www.clioawards.com

Festival de Cannes (publicidad y marketing): www.canneslions.com

London Festival (publicidad): www.liaawards.com

One Show (publicidad): www.oneclub.com

Cresta Awards (publicidad): www.cresta-awards.com

New York Festivals (publicidad, marketing y diseño): www.newyorkfestivals.com

Epica (publicidad): www.epica-awards.com

Eurobest (publicidad): www.eurobest.com

Echo Awards (marketing directo): www.dma-echo.org

Caples Awards (marketing directo): www.caples.org

PMC Awards (marketing promocional): www.eaca.be

Creative associations, federations and clubs:

Club de Creativos (cdec): www.clubdecreativos.com

Foment de les Arts Decoratives: www.fadweb.com

Asociación Española de Anunciantes (AEA): www.anunciantes.com

Asociación Española de Agencias de Publicidad (AEAP): www.aeap.es

Federación Nacional de Empresas de Publicidad (FNEP): www.fnep.es

Asociación General de Empresas de Publicidad (AGEP): www.agep.es

Asociación de Autocontrol de la Publicidad (AAP): www.aap.es

Asociación de Agencias de Medios (AM): www.agenciasdemedios.com

Federación Española de Comercio Electrónico y Marketing Directo (FECEMD): www.fecemd.org

Asociación de Productoras Publicitarias Españolas (APPE): www.appe.org

Asociación de Agencias de Marketing Directo e Interactivo (AGEMDI): www.agemdi.org

Club de Dirigentes de Marketing: www.clubdemarketing.com

Asociación Española de Estudios de Mercado, Marketing y Opinión (AEDEMO): www.aedemo.es

Asociación Nacional de Empresas de Investigación de Mercados y Opinión Pública (ANEIMO): www.aneimo.com

Asociación para la Investigación de los Medios de Comunicación: (AIMC) www.aimc.es

Asociación de Editores de Diarios Españoles (AEDE): www.aede.es

Asociación de Revistas de Información (ARI): www.revistas-ari.com

Gremi de Publicitat de Catalunya: www.associaciopublicitat.com