

Advertising Theory and Structure

Code: 103137
ECTS Credits: 6

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	OB	2	1

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: Pere Navalles Villar
Email: Pere.Navalles@uab.cat

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: No

Prerequisites

Those determined by the study plan.

Objectives and Contextualisation

In its construction, speaking in structuralist terms, the following objectives will be taken into consideration:

- 1.-The scientific justification of the subject from the integration of the foundations of other disciplines.
- 2.-The study of the different concepts, clarifying their interrelationships and their empirical validity, establishing causal relationships between the different objects of study.
- 3.-The understanding of the different communication models as those that help to understand the behavior of the individual, especially the one related to the acquisition and use of goods and services.
- 4.-The knowledge of the recipients of the messages, both from a psychological, social and economic perspective.
- 5.-The problem of the message, its objectives, its language and the different stages from the emission of the message, its encoding, production and interpretation or decoding.
- 6.-Understand the theoretical bases of the history of advertising; the different economic, political and social perspectives.
- 7.-Knowledge of the media for the dissemination of the message, a very complex and important field since they are the vehicle or channel through which the information reaches the recipient.
- 8.-The perception and effects of communication, analyzing its influence and effectiveness, since in a cognitive sense all information generates a response, both perceptual and affective in the recipient.

All this looking for a sensitization of the students in the development of the activities of investigation, construction, criticism of the publicity, making them known the different forms and possibilities of professional orientation (the proposed work will go in this direction).

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

TABLE OF CONTENTS:

1. RELATIONSHIPS OF ADVERTISING WITH MARKETING

1. 1 Definition of marketing

1. 2 Marketing and the consumer society

1.3 Variables and determinants of marketing

1. 4 The four variables of the marketing-mix

2. FUNDAMENTALS OF ADVERTISING

2. 1 Definition of advertising

2.2 Characteristics, topics and functions of advertising

2. 3 Brief historical perspective

3. PURPOSES OF ADVERTISING

3. 1 Typology of advertising

3. 2 Advertising objectives

3. 3 Products and services

3. 4 Brand image

3.5 Positioning

4. THE AGENCY AS A MODEL OF ADVERTISING COMPANY

4. 1 Definition of agency

4. 2 Functions and types of agency

4. 3 Organization chart of an agency

3. 4 Advertising budget and remuneration

5. CREATIVITY

5. 1 Definition of creativity

5. 2 Axis, theme, message

5. 3 Message Analysis

5. 4 Main creatives

6. PROCESS AND CARRYING OUT AN ADVERTISING CAMPAIGN

6. 1 Phases of the process

6. 2 Briefing and counter-briefing

6. 3 Communication and dissemination strategies

7. THE CONSUMER AND THE CARD

7. 1 Definition of consumer and target

7. 2 Consumer behavior

7. 3 The pretext

7. 4 The post-test

8. DISSEMINATION

8. 1 The media as broadcasters of advertising

8. 2 The advertising media

9. MEDIA PLANNING

9. 1 Target audience and audience

9. 2 Coverage

9. 3 Other concepts

9. 4 General media planning criteria

10. PUBLIC RELATIONS

10. 1 Definition of public relations

10. 2 Characteristics of public relations

10. 3 Brief historical perspective

10. 4 Typology of public relations

Methodology

The first lecture is online and the next its presential at faculty, and this same all the course.

The teaching methodology includes activities, leadership, supervises and autonomies. It will combine theory lectures

with discussion groups in the classroom. It is also a tutorial for the practical part of the subject

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Autonomous	82.5	3.3	1, 2, 3, 4, 5, 6, 8, 9, 7
Theoretical classes and seminars	37.5	1.5	1, 2, 3, 4, 5, 6, 8, 9, 7
Type: Supervised			
supervised	23.7	0.95	1, 2, 3, 4, 5, 6, 8, 9, 7

Assessment

1.-TEST TYPE EXAM: It is a test type exam with open or closed questions. (40% of the final grade). The mark of this exam (whatever the mark) averages with the marks of the three compulsory works.

2.-THEORETICAL INDIVIDUAL WORK ON A SUBJECT OF THE PROGRAM: The student will choose the subject that thinks more convenient of the program and will do a work of collection of information (10% of the final note)

3.-INDIVIDUAL WORK ON BASIC CONCEPTS OF COMMUNICATION AND MARKETING: The student, based on some concepts given by the teacher, will look for information on each one of these concepts. Represents 10% of the final grade.

4.-GROUP WORK: A product or service will be chosen and a communication and marketing project will be made for a real or fictitious company (40% of the final grade)

To pass the subject it is mandatory to pass the three works outlined in this document. Also take the test-type exam.

* The teacher reserves the right to assess the attitude in class. This assessment may affect or affect the final grade

REVALUATION ACTIVITIES.

It will be possible to redo a suspended work, however, there will be a penalty of one point on the final grade of the subject. If the work is not approved in this second assessment the subject will be suspended.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Group work on the communication of a product or service.	40%	2.4	0.1	2, 3, 5, 7
Individual work on basic communication and marketing concepts	10%	2.4	0.1	1, 2, 3, 4, 5, 6, 8, 9, 7
Test type exam (open and closed questions)	40%	0.75	0.03	1, 2, 3, 4, 5, 6, 8, 9, 7
Theoretical individual work on a program topic	10%	0.75	0.03	1, 2, 3, 4, 5, 6, 8, 9, 7

Bibliography

Aaker, David & Myers, John G. Management of advertising Editorial Hispanoamericana, Barcelona 1989

Herreros Arconada, Mario La publicitat (Fonaments de la comunicació advertisingitària) Editorial Pòrtic, Barcelona, 1995

Ortega Martínez, Enrique The advertising management ESIC, Madrid , 1991

JV García Fernandez, J. García Crego, Theories and Techniques of Human Manipulation, Editorial Fragua, 2012 *

The teacher will post some materials on the virtual campus. These materials together with the attached bibliography and the theoretical classes will enter for the exam.