

Advertising and Public Relations Today

Code: 103139
ECTS Credits: 6

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	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: Santiago Jordan Avila
Email: Santiago.Jordan@uab.cat

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

Not requested

Objectives and Contextualisation

Marketing and Communication 3.0 and 4.0

- Connection and development of current trends in publicity and in the business environment.
- Connection and practice of the latest planning eines of communication of the marks.
- Coolhunting
- Approach to l'agència del futur.
- Explain the new eines of publicity and RPP communication was integrated into the marketing plan of the advertiser.-
- Application using real practical houses.

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.

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 RPP and application of the same highlighting among other aspects

1. Marketing 2.0

2. Marketing 3.0 i 4.0

3. Strategic planning: Account Planner

4. Blue Oceans versus Red Oceans

5. T- Plan applied

6. The agency of the future

7. Trends in communication offices and public relations

8. New areas in Public Relations

Methodology

Classes with exposition of formative contents by part of the professor.

Practical classes with case resolution.

Student proactivity

Teamwork Seminararians

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Master classes, seminars and tutorials	48	1.92	1, 2, 3, 4, 5, 6, 8, 9, 7

Assessment

Exam/Test: 30%. Practices 4:40% C. Job: 30% It is compulsory to attend the classroom, face-to-face or virtual, for the exhibition of the treballs and unfolding cases, in order to pass the test of connections to approve the subject.all activities, both theory and practices (seminars and laboratories) are recoverable as long as the student has been assessed at a minimum of 2/3 parts of the total valued activities.

Important: The proposed teaching methodology and evaluation activities may undergo some modification depending on the authorities attendance restrictions

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Job	30%	50	2	2, 3, 4, 5, 6, 7
Practices	40%	50	2	3, 6, 7
Test 30%	30%	2	0.08	1, 2, 3, 5, 6, 8, 9, 7

Bibliography

Given the characteristics of the subject, the main reading journals are attached

1. El Publicista
2. Campaign
3. Advertising Age
4. Anuncios
5. Agenda de la comunicación
6. Anuario de marketing
7. Control
8. Anuario de la creatividad española

9. IP