

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

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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: No

Other comments on languages

English and Spanish will be used in the supplementary materials.

Prerequisites

There are no additional prior requirements.

Objectives and Contextualisation

Advertising is a key piece in the economic development and the social construction of western postmodern societies. It is a fast and constantly evolving industry, now facing great challenges such as the fragmentation of their audiences, every day more demanding, and the loss of control over their messages. The course Theory and Structure of Advertising is an introductory course to the advertising world that aims to set the grounds to understand this type of communication. More specifically, it aims to:

- Provide the basic theoretical knowledge that allows understanding the mechanisms of persuasive communication.
- Place advertising within a highly complex context where different communication types interact.
- Provide a global view of the advertising process and understand the role of each phase as a part of the complex industry setting.
- Equip students with tools and knowledge to judge contemporary advertising campaigns from a critical and ethical standpoint.

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

BLOCK A: Theoretical fundamentals

Topic 1. Theory of persuasion communication.

Topic 2. Fundamentals of advertising.

Topic 3. Conceptualization of advertising.

BLOC B: Industry's structure

Topic 4. Strategic integration of advertising.

Topic 5. The advertising process.

Topic 6. The industry and professional roles.

Topic 7. Ethics and law.

Methodology

The classes will be taken both on campus and virtually from home according to the requirement set by the health authorities in regard to the COVID-19.

Several teaching methodologies Will be used in this course:

- A) Lecture: The teacher Will present the theoretical contents of the course, Will solve the student's doubts and further questions about the content, and will provide examples reflecting these contents.
- B) Case studies: Through the case studies the student will learn about the implementation of the theoretical content in real advertising practices of well-known brands. The case studies will be used mainly during the practical lessons on campus.
- C) Debates and presentations: At the end of the practical classes, on campus, the students will participate either in debates with the classmates or in the presentations about the results of the session.
- D) Project follow-up: The group project consists of the independent work of the students with the supervision of the teacher and feedback from the classmates half-way through the course.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Theoretical classes and seminars	53	2.12	1, 2, 3, 4, 5, 6, 8, 9, 7
Type: Supervised			
Mentoring and follow-up sessions	7	0.28	1, 2, 3, 4, 5, 6, 8, 9, 7
Type: Autonomous			
Readings, case studies preparation, and work on the project	83	3.32	1, 2, 3, 4, 5, 6, 8, 9, 7

Assessment

The course has a strong theoretical focus, even though it also promotes learning the content from applied cases. Therefore, the evaluation model takes into account several aspects:

[1] PARTICIPATION AND INDIVIDUAL ACTIVITIES (20% of the final grade): The students must prepare at home the different case studies proposed in order to debate them in class during the practical sessions. These activities serve to evaluate how individuals and groups apply the theoretical knowledge to real cases

[2] MULTIPLE CHOICE EXAM (40% of the final grade): It consists of an individual exam made from closed questions and several possible answers. It evaluates the theoretical content knowledge of the student.

[3] GROUP PROJECT (40% of the final grade): It consists of a study about one of the professional profiles that participate in the advertising process. In this research project, students must use primary and secondary sources of information to gain a comprehensive understanding of the profession.

Special requirements:

- To pass the course, it is mandatory to pass the three evaluation blocks above mentioned separately.
- The teacher may take into account the attitude in class and have a repercussion in the final grade.

Retake activities:

- The student can retake any of the parts of the evaluation system they failed and the grade of the remaining parts (the ones passed) will be kept during the same academic year.
- Students will only be allowed to retake the evaluation activities if they tried them during the first call and failed.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Final Course Project	40%	2	0.08	3, 4, 6, 7
Multiple choice exam	40%	2	0.08	1, 2, 3, 4, 6, 8, 9
Participation and individual activities (presentations and debates)	20%	3	0.12	1, 2, 3, 4, 5, 6, 8, 9, 7

Bibliography

AAKER, David & MYERS, John G. (1989): *Management de la publicidad*. Editorial Hispanoamericana, Barcelona.

EINSTEIN, Mara (2016): *Black Ops Advertising*. OR Books, New York.

HERREROS, Mario (1995): *La publicitat. Fonaments de la comunicació publicitària*. Pòrtic, Barcelona.

MAS-MANCHÓN, Lluís (2021): *Innovation in Advertising and Branding Communication*. Routledge, Oxfordshire.

PÉREZ-LATRE, Francisco J. (2017): *Marcas Humanas. Fundamentos de la publicidad en el siglo XXI*. UOC, Barcelona.

SOLANA, Daniel (2010): *Postpublicidad*. Double You, Barcelona.

WELLS, Mary (2003): *A Big Life in Advertising*, Simon & Schuster, New York.

Software

The course doesn't require specific software.