

**Advertising and Public Relations Projects**

Code: 104896  
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**

Name: Alejandro Martinez Moreno  
Email: Alejandro.Martinez@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**

**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, learning by doing.
- Create, produce and carry out some creative pieces under the umbrella of a 360 project that allows applying both creative strategy and executional development, including some of the creative and ideation techniques for Advertising and Public Relations.

**Competences**

- 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. 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

- 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 multitouchpoint 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 projects, 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.

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 practical projects	105	4.2	13, 2, 12, 1, 3, 4, 5, 7, 6, 8, 9, 10, 11, 14
Type: Supervised			

Tutoring	15	0.6	13, 2, 12, 1, 3, 4, 5, 7, 6, 8, 9, 10, 11, 14
Type: Autonomous			
Reading, analysis and synthesis of texts, preparation and execution of works	165	6.6	13, 2, 12, 1, 3, 4, 5, 7, 6, 8, 9, 10, 11, 14

## Assessment

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

33,33%.-First evaluation- (DRAC Project+ Christmas Project)

33,33%.-Second evaluation- (4 briefs Project)

33,33%.-Third evaluación- (360° Project + "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: A multitouchpoint campaign 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	13, 2, 12, 1, 3, 4, 5, 7, 6, 8, 9, 10, 11, 14

## 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.

Webography:

Professional magazines

Anuncios: [www.anuncios.com](http://www.anuncios.com)

El Periódico de la publicidad: [www.periodicopublicidad.com](http://www.periodicopublicidad.com)

El Publicista: [www.elpublicista.com](http://www.elpublicista.com)

IP-Mark: [www.ipmark.com](http://www.ipmark.com)

ControlPublicidad: [www.controlpublicidad.com](http://www.controlpublicidad.com)

Marketing directo.com: [www.marketingdirecto.com](http://www.marketingdirecto.com)

Puromarketing: [www.puromarketing.com](http://www.puromarketing.com)

Yorokobu: [www.yorokobu.es](http://www.yorokobu.es)

Advertising Age

Campaign

AdLatina

LatinSpots

Reason Why

Lüzer's Archive

-Adsoftheworld.com

## **Software**

This subject does not require any specific software.