

Advertising and Public Relations Writing

Code: 104897
ECTS Credits: 6

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	OB	3	2

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

Prerequisites

None

The teacher in charge of the subject is provisional.

Objectives and Contextualisation

Know, study, reflect, examine and practice the role of Copywriter as a key professional within the organizational structure of an advertising agency, its functions and operational development in both Above The Line (ATL) and Below The Line (BTL) devising and writing all kinds of advertising pieces.

Competences

- Apply creative techniques in writing advertisements.
- Demonstrate knowledge of the narrative and expressive characteristics of a creative advertising message.
- Manage persuasive communication creatively.
- Use ones imagination with flexibility, originality and ease.

Learning Outcomes

1. Apply the strategic principles that determine a campaign to developing a creative briefing.
2. Develop creative sales ideas.
3. Distinguish the fundamental principles of relational dialectics between repeatability and originality-innovation.
4. Identify the fundamental principles of recognition and significant difference.
5. Provide creative solutions to the advertisers communication problems, bearing in mind the budgetary limitations determining a campaign.
6. Use ones imagination with flexibility, originality and ease.

Content

CONTENTS:

Part I

1. The figure of the copywriter.
- 2- Strategy, idea, word.
- 3- Copywriting elements: the headline.
- 4- Elements of copywriting: the body copy.

Part II

- 5- Copywriting in ATL (press, magazines, radio, TV, outdoor, internet).

Part III

- 6- BTL copywriting (direct marketing, mobile marketing, brochures, street marketing, Internet advertising, social networks, POS, sponsorship, etc.).

Methodology

- Theory to explain key concepts (master class).
- Required readings (books, articles, chapters, websites, blogs...).
- Optional readings (books, articles, chapters, websites, blogs...).
- Individual and group writing practice based on a briefing.
- Final practice of a real client campaign (if possible) and its oral presentation.

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			
Tutorials	52.5	2.1	1, 6, 3, 2, 4
Type: Supervised			
Reading, analysing and synthesising texts, preparing and carrying out work	7.5	0.3	1, 6, 3, 2, 4
Type: Autonomous			
Theoretical classes, seminars and practices	82.5	3.3	1, 3, 2, 4

Assessment

Evaluation

Activity A: Theory 30% of the final grade.

Activity B: Specific practices 50% of the final grade.

Activity C: Final practice 20% of the final grade.

In order to pass the course, the minimum grade of each of the activities cannot be less than 5. The final grade will be the weighted average of the grades of the three activities.

Recovery

Students who do not achieve a 5 in each of the evaluation activities will have to recover the corresponding activity.

The proposed teaching methodology and evaluation may undergo some modification due to restrictions imposed by the health authorities.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Evaluation activities	0	7.5	0.3	1, 6, 3, 5, 2, 4

Bibliography

Castellblanque, Mariano; Ronco, Víctor (2020), *Manual del Redactor Publicitario Offline-Online*. ESIC, Madrid

Curto, V. Rey, J. Sabaté J. (2008), *Redacción publicitaria*. Editorial UOC

D&AD (2018), *The Copy Book*. Taschen

Escribano Hernández, Asunción (2018). *La redacción publicitaria*. Síntesis

Estanyol, E. Serra C. Castellblanque, M. (2015), *¿Dónde cuentan sus historias las marcas*. Ed. UOC

Estanyol, E. Roca, A. Castellblanque, M. Serra C (2015) *¿Quién se esconde detrás de una campaña publicitaria?*

Fernández Cavia, José; Huertas, Asunción (2009): *Redacción en relaciones públicas*, Pearson-Prentice Hall, Madrid.

Guillén, Montse (2006), *La motivación del redactor publicitario. Aproximación a un modelo de estudio*

Morel, Rosa (2018). *Neurocopywriting*.

Navarro, Carlos (2006), *Creatividad publicitaria eficaz*. ESIC, Madrid

Rom, Josep i Sabaté, Joan (2007): *Llenguatge publicitari: Estratègia i creativitat publicitàries*. UOC, Barcelona.

Rodero, Emma y otros(2004). *La radio que convence. Manual para creativos y locutores publicitarios*. Ariel

Sawyer, R. (2006) *Kiss & Sell. Redacción Publicitaria*. Index Book. Barcelona

Software

This subject does not require specific software.