

Contemporary Advertising Systems

Code: 103138
 ECTS Credits: 6

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

Contact

Name: Ana Ullod Pujol
 Email: ana.ullod@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

Students who take this course must have basic communication skills.
 The course will be taught in Spanish, and students must have knowledge

Objectives and Contextualisation

The subject is part of the Theory and Structure of Advertising and Public Relations, in block with other subjects s
 Learning objectives of the subject:
 Introduce students in the structural study of the whole contemporary adv
 Show students different communication techniques to apply according to
 In this way, students will have a comprehensive view of the possible corr
 In the subject will also work the presentation techniques, with the aim of i

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 media's social impact.
- Demonstrate knowledge of the professional and economic structure of the media's business system.
- Differentiate the discipline's main theories, fields, conceptual developments, theoretical frameworks and approaches that lay the foundations for the discipline's knowledge and its different areas and sub-areas, as well as its value for professional practice by means of specific cases.
- Introduce changes in the methods and processes of the field of knowledge to provide innovative responses to the needs and demands of society.
- Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
- Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
- Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.

- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
- Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
- Take account of social, economic and environmental impacts when operating within one's own area of knowledge.
- Take sex- or gender-based inequalities into consideration when operating within one's own area of knowledge.

Learning Outcomes

1. Analyse a situation and identify its points for improvement.
2. Analyse the sex- or gender-based inequalities and the gender biases present in one's own area of knowledge.
3. Communicate using language that is not sexist or discriminatory.
4. Consider how gender stereotypes and roles impinge on the exercise of the profession.
5. Critically analyse the principles, values and procedures that govern the exercise of the profession.
6. Describe the business system structure of the major advertising and public relations groups.
7. Distinguish and explain the main cultural trends underpinning the analysis of persuasive communication.
8. Explain the explicit or implicit code of practice of one's own area of knowledge.
9. Explain the theories that characterise persuasive communication in the structural field of production, distribution and reception of advertising messages and public relations actions.
10. Identify and describe the mechanisms of building events in the field of advertising and public relations.
11. Identify situations in which a change or improvement is needed.
12. Identify the difference between conventional and non-conventional media in the advertising system.
13. Identify the social, economic and environmental implications of academic and professional activities within one's own area of knowledge.
14. Identify the sources of artistic and literary tradition in the analysis of advertising messages.
15. Interpret legislation developed in the field of advertising and public relations.
16. Propose new methods or well-founded alternative solutions.
17. Propose new ways to measure the success or failure of the implementation of innovative proposals or ideas.
18. Propose projects and actions that incorporate the gender perspective.
19. Propose viable projects and actions to boost social, economic and environmental benefits.
20. Recognise and appraise the impact of current affairs in building advertising messages.
21. Recognise and describe the codes of ethics and self-regulation governing the advertising profession.
22. Recognise and distinguish the professional profiles and functions of the different subjects that play a role in advertising activity.
23. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
24. Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
25. Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
26. Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
27. Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
28. Weigh up the impact of any long- or short-term difficulty, harm or discrimination that could be caused to certain persons or groups by the actions or projects.
29. Weigh up the risks and opportunities of both one's own and other people's proposals for improvement.

Content

Topic 1.- Advertising integrated in the marketing process.

- 1.1.- Marketing objectives and communication objectives.
- 1.2.- The establishment of qualitative objectives and quantitative objectives
- 1.3.- Players of the advertising system (advertiser, consumer, agency, media)

Unit 2.- Classification of the media in: conventional and non-conventional.

- 2.1.- Communication techniques that would enter by classification.
- 2.2.- Analysis of advertising investment data. Evolution and trends.
- 2.3.- Seasonality of the investment.
- 2.4.- Reflection on the circumstances that have led to changes in advertising.

Topic 3.- Advertising communication techniques. Its application according to the marketing objectives. Reasons for

- 3.1.- Promotion
- 3.2.- Relational Marketing
- 3.3.- Street marketing, dance marketing, ambient marketing
- 3.4.- Branded Content
- 3.5.- Cobranding, licensing
- 3.6 - Product Placement

3.7 - Merchandising

Methodology

MD1: Master classes

- MD2: Problem-solving classes / cases / exercises
- MD4: Preparation of jobs / reports
- MD5: Reading articles / reports of interest
- MD6: Oral presentation of works
- MD7: Tutorials
- MD8: Seminars
- MD11: Classroom practices

The proposed teaching methodology and evaluation activities may undergo some modifications depending on the health authorities' attendance restrictions.

The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: the description of the activities, teaching materials, and any necessary information for the proper follow-up of the subject. In case of a change of teaching modality for health reasons, teachers will make readjustments in the schedule and methodologies.

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			
Theory sessions and seminars	52.5	2.1	7, 9, 14
Type: Supervised			
Tutorials	7.5	0.3	7, 9, 14
Type: Autonomous			
Sources of documentation, readings and work	82.5	3.3	7, 9, 14

Assessment

The evaluation system that will be followed in the subject is the following:

- Performance of group work (50%) in the final grade
- seminars assistance (10%) in the final grade
- Test type test (40%) in the final grade

Attendance at the seminars is compulsory (minimum 80% attendance), and its implementation and assistance are not recoverable.

To pass the subject must pass both the work and the exam, without it is not average.

The student who wishes to improve the grade of the first examination session must prepare a specific bibliography (to consult with the teaching team). The final grade would be the last one obtained, regardless of whether it was lower than the first.

Recovery

In the case of failt group work or any of the seminars, the student must rectify those incorrect points and present it duly improved. In this case, the maximum grade to be obtained in the recovery would be approved (5 or 6).

If the student failt the exam he / she will be able to present himself / herself to the reevaluation, being able to obtain a maximum grade of approved (5 or 6).

In the event that the student performs any irregularity that may lead to a significant variation of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that could be instructed. In the event, that several irregularities occur in the evaluation acts of the same subject, the final grade for this subject will be 0.

In the case of a second enrolment, students can do a single synthesis exam/assignment that will consist of a work. The grading of the subject will correspond to the grade of the synthesis exam/assignment.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	40%	2	0.08	6, 7, 9, 10, 12, 14, 15, 27, 26, 24, 25, 21, 22, 20
Seminars Assistance	10%	3.5	0.14	6, 7, 9, 10, 12, 14, 15, 21, 22, 20

Work	50%	2	0.08	5, 2, 1, 3, 23, 8, 9, 10, 14, 13, 11, 15, 29, 16, 17, 18, 19, 26, 25, 20, 4, 28
------	-----	---	------	---

Bibliography

COMPULSORY BIBLIOGRAPHY:

-

[Álvarez Ruiz, Antón, *La magia del planning : cómo utilizar la planificación estratégica para potenciar la eficacia de la comunicación*](#)

Students can consult the changes in the compulsory bibliography in the virtual campus at the beginning of the tea

OPTIONAL BIBLIOGRAPHY

- Arnold, D. *Cómo gestionar una marca*. Ed. Parramón.
- Crainer, S. *El verdadero poder de las marcas*. Eresma & Celeste Ediciones.
- García Uceda, M. *Las claves de la publicidad*. Ed. ESIC.
- González Lobo, M.A. *Curso de Publicidad*. Eresma & Celeste Ediciones.
- Lane Keller, Kevin. *Administración Estratégica de Marca. Branding*. Ed. Pearson.
- Ortega, E. *La comunicación publicitaria*. Ed. Pirámide.
- Rodríguez del Bosque, I. *Dirección Publicitaria*. Editorial UOC

Software

The subject doesn't need a specific program