

Advertising and Public Relations Today

Code: 103139
ECTS Credits: 6

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	OT	4	1

Contact

Name: Santiago Jordán Ávila
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 media's social impact.
- Demonstrate knowledge of the professional and economic structure of the media's business system.
- 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. Identify and describe the mechanisms of building events in the field of advertising and public relations.
10. Identify situations in which a change or improvement is needed.
11. Identify the difference between conventional and non-conventional media in the advertising system.
12. Identify the social, economic and environmental implications of academic and professional activities within one's own area of knowledge.
13. Identify the sources of artistic and literary tradition in the analysis of advertising messages.
14. Interpret legislation developed in the field of advertising and public relations.
15. Propose new methods or well-founded alternative solutions.
16. Propose new ways to measure the success or failure of the implementation of innovative proposals or ideas.
17. Propose projects and actions that incorporate the gender perspective.
18. Propose viable projects and actions to boost social, economic and environmental benefits.
19. Recognise and appraise the impact of current affairs in building advertising messages.
20. Recognise and describe the codes of ethics and self-regulation governing the advertising profession.
21. Recognise and distinguish the professional profiles and functions of the different subjects that play a role in advertising activity.
22. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
23. 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.
24. 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.
25. Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
26. Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
27. 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.
28. Weigh up the risks and opportunities of both one's own and other people's proposals for improvement.

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 Seminars

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			
Master classes, seminars and tutorials	52.5	2.1	6, 7, 9, 11, 13, 14, 20, 21, 19

Type: Supervised

Tutorials and revision of exercises	7.5	0.3	6, 7, 9, 11, 13, 14, 20, 21, 19
Type: Autonomous			
Individual study, readings, exercises	82.5	3.3	6, 7, 9, 11, 13, 14, 20, 21, 19

Assessment

Exam/Test: 30%. Practices 4:40% C. Work: 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

In the event that the student performs any irregularity that may lead to a significant variation of an evaluation act, I

In the case of a second enrolment, students can do a single synthesis exam/assignment that will consist of a wor

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Practices	40	3	0.12	2, 1, 3, 22, 10, 28, 15, 16, 17, 26, 25, 23, 24, 4
Test	30%	2	0.08	5, 6, 8, 9, 11, 12, 14, 18, 20, 21, 19, 27
Work	30	2.5	0.1	7, 9, 11, 13, 14, 19

Bibliography

Due to 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

Software

The subject does not require any specific software.