

Creative Advertising

Code: 103146
ECTS Credits: 6

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

Contact

Name: Mariano Castellblanque Ramiro
Email: mariano.castellblanque@uab.cat

Use of Languages

Principal working language: spanish (spa)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: Yes

Teachers

Robert Rabanal Ramírez
Pep Colomer Miralbell

Prerequisites

Students are required to have a high level of motivation.

Objectives and Contextualisation

Aims and Objectives

1. Know the concept of advertising creativity, both theoretically and practically.
2. Carry out practical exercises to enhance and measure creativity.

Competences

- Demonstrate knowledge of the narrative and expressive characteristics of a creative advertising message.
- Demonstrate knowledge of the narrative and expressive characteristics of audiovisual languages.
- Introduce changes in the methods and processes of the field of knowledge to provide innovative responses to the needs and demands of society.
- Manage persuasive communication creatively.
- 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 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.
- Use one's imagination with flexibility, originality and ease.

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. Develop creative sales ideas.
7. Distinguish the fundamental principles of relational dialectics between repeatability and originality-innovation.
8. Explain the explicit or implicit code of practice of one's own area of knowledge.
9. Identify situations in which a change or improvement is needed.
10. Identify the fundamental principles of recognition and significant difference.
11. Identify the social, economic and environmental implications of academic and professional activities within one's own area of knowledge.
12. Propose new methods or well-founded alternative solutions.
13. Propose new ways to measure the success or failure of the implementation of innovative proposals or ideas.
14. Propose projects and actions that incorporate the gender perspective.
15. Propose viable projects and actions to boost social, economic and environmental benefits.
16. Provide creative solutions to the advertiser's communication problems, bearing in mind the budgetary limitations determining a campaign.
17. Recognise the basic principles of audiovisual performance before a microphone and camera.
18. 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.
19. 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.
20. Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
21. Use one's imagination with flexibility, originality and ease.
22. 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.
23. Weigh up the risks and opportunities of both one's own and other people's proposals for improvement.

Content

Contents

1. Universal creativity
2. Creativity, innovation, entrepreneurship and communication.
3. Creative connections. The secret tool of innovative minds
4. Advertiser's briefing
5. Agency creative briefing
6. Creative advertising strategies
7. Creative person
8. The world of communication agencies

Methodology

Methodology

- Theory to explain the key concepts (master class).

- Practices related to theory.
- Related compulsory readings (books, articles, chapters, websites, blogs...).
- Active student participation.

(ENG) 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			
Practical sessions and seminars	34	1.36	21, 17
Theoretical classes	17	0.68	21, 17
Type: Supervised			
Tutorials and revision of exercises	7.5	0.3	21, 17
Type: Autonomous			
Individual study, readings, exercises	84	3.36	21, 17

Assessment

Evaluation

Activity A: Theory 30% on the final grade.

Activity B: Classroom practice 30% on the final grade.

Activity C: Practice BA 10% on the final grade.

Activity D: Practice BCA 10% on the final grade.

Activity E: Practice CC 20% on the final grade.

The proposed teaching methodology and evaluation may undergo some modification in the restrictions on attendance imposed by the health authorities.

Recovery

Students who obtain a grade of less than 1.5 (out of 3) for theory and a grade of less than 3.5 (out of 7) for practice will be required to make up the suspended part.

Requirements for passing the course

In order to pass the course, all of the previously specified evaluable activities must be passed without distinction.

Plagiarism

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 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.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Practical axis	70%	5	0.2	5, 2, 1, 21, 3, 7, 16, 6, 10, 9, 23, 12, 13, 14, 15, 20, 18, 19, 17, 4, 22
Theoretical axis	30%	2.5	0.1	5, 2, 1, 21, 3, 7, 8, 10, 11, 9, 23, 12, 13, 14, 15, 17, 4, 22

Bibliography

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Kawasaki, Guy (2016). El arte de empezar 2.0. Planeta.

Kelley T., Littman J. (2010). Las diez caras de la innovación. Estrategias para una creatividad excelente. Paidós.

Lamarre, Guillaume. (2018) La vía del creativo. Guía para reinventar nuestra práctica y nuestra mirada. GG.

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Nielsen Dorte y Thurber Sarah (2018). Conexiones creativas. GG.

Veksner, Simon. (2009). Ser un buen creativo publicitario. Blume, Barcelona.

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Software

This subject does not require any specific software.