

Advertising and Public Relations Projects

Code: 104896
ECTS Credits: 12

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

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

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 knowledge of the narrative and expressive characteristics of a creative advertising message.
- Manage persuasive communication creatively.
- Manage time effectively.
- Research, select and arrange in hierarchical order all kind of sources and useful documents for the development of advertising messages.
- Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
- 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.
- Use one's imagination with flexibility, originality and ease.

Learning Outcomes

1. Analyse the indicators of sustainability of academic and professional activities in the areas of knowledge, integrating social, economic and environmental dimensions.
2. Communicate using language that is not sexist or discriminatory.
3. Consider how gender stereotypes and roles impinge on the exercise of the profession.
4. Describe the communication theories of productive thought and creative management.
5. Distinguish the different phases of the creative process.
6. Explain the basic characteristics of advertising formats that channel the development of creative ideas.
7. Explain the explicit or implicit code of practice of one's own area of knowledge.
8. Identify the principal forms of sex- or gender-based inequality and discrimination present in society.
9. Identify the social, economic and environmental implications of academic and professional activities within one's own area of knowledge.
10. Manage time effectively.
11. Propose projects and actions that are in accordance with the principles of ethical responsibility and respect for fundamental rights and obligations, diversity and democratic values.
12. Propose projects and actions that incorporate the gender perspective.
13. Propose viable projects and actions to boost social, economic and environmental benefits.
14. Research, select and arrange in hierarchical order all kind of sources and useful documents for the development of advertising messages.
15. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
16. Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
17. Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
18. Use one's imagination with flexibility, originality and ease.
19. 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.

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	18, 15, 4, 5, 6, 10
Type: Supervised			
Tutoring	15	0.6	18, 15, 4, 5, 6, 10
Type: Autonomous			
Reading, analysis and synthesis of texts, preparation and execution of works	165	6.6	18, 15, 4, 5, 6, 10

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 that will allow the student to recover 100% of the subject.

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
First Evaluation	33,33	5	0.2	1, 18, 14, 2, 15, 4, 5, 7, 6, 10, 9, 8, 11, 12, 13, 17, 16, 3, 19
Second Evaluation	33,33	5	0.2	1, 18, 14, 2, 15, 4, 5, 7, 6, 10, 9, 8, 11, 12, 13, 17, 16, 3, 19
Third Evaluation	33,33	5	0.2	1, 18, 14, 2, 15, 4, 5, 7, 6, 10, 9, 8, 11, 12, 13, 17, 16, 3, 19

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

El Periódico de la publicidad: www.periodicopublicidad.com

El Publicista: www.elpublicista.com

IP-Mark: www.ipmark.com

ControlPublicidad: www.controlpublicidad.com

Marketing directo.com: www.marketingdirecto.com

Puromarketing: www.puromarketing.com

Yorokobu: www.yorokobu.es

Advertising Age

Campaign

AdLatina

LatinSpots

Reason Why

Lüzer's Archive

-Adsoftheworld.com

Software

This subject does not require any specific software.