

**Administration and Management of Advertising,
Public Relations and Entrepreneurship Companies**

Code: 106676
ECTS Credits: 6

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	OT	4	2

Contact

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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

A positive and proactive attitude is required to make the most of the subject, which will be taught with the aim of bringing students closer to the professional world of the commercial communication company in general, and advertising agency in particular.

Objectives and Contextualisation

- Introduce the student to the current criteria and the different fields of business management of advertising / commercial communication companies.
- Provide the student with a transversal vision about how the business of commercial communication works.
- Provide the practical basis necessary to understand business management, to facilitate the entry into the professional world and a future promotion managerial positions.

Competences

- Demonstrate knowledge of management theories in the management of advertising companies and organisations.
- 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 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.
- Use advanced technologies for optimum professional development.

Learning Outcomes

1. Analyse a situation and identify its points for improvement.
2. Communicate using language that is not sexist or discriminatory.
3. Critically analyse the principles, values and procedures that govern the exercise of the profession.
4. Differentiate the formats for presenting public relations activities (consultancies, special events, fairs, crisis management, publicity, etc.).
5. Identify situations in which a change or improvement is needed.
6. Identify the social, economic and environmental implications of academic and professional activities within one's own area of knowledge.
7. Propose new methods or well-founded alternative solutions.
8. Propose new ways to measure the success or failure of the implementation of innovative proposals or ideas.
9. Propose projects and actions that incorporate the gender perspective.
10. Propose viable projects and actions to boost social, economic and environmental benefits.
11. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
12. 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.
13. Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
14. Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
15. Use advanced technologies for optimum professional development.
16. Weigh up the risks and opportunities of both one's own and other people's proposals for improvement.

Content

1. Introduction. Contents of the subject. What is a company today: contribute to the value chain. What is advertising today. Work vs. entrepreneurship. Objective: to acquire a transversal vision of how this business works.

2.-The communication industry. Ecosystem of advertising and commercial communication companies.

Typology. The main companies in each field and their emblematic works. Multinational vs local.

3.- The advertising agency. Context, origins and evolution (James Walter Thompson, Bill Bernbach, Mad men, the professionals today). Type organization chart. Professional profiles. Offices and internal organization (as a workplace and as an image and positioning tool). Professional development opportunities. Mentoring.

4.- Large multinational networks, context and organization. Holdings. Reporting and relationship with multinational clients. Hubs. Captive clients vs. captive agencies. The main agency networks and their Spanish subsidiaries.

5.- National companies and investees per networks. Entrepreneurs, freelancers and specialized atomization.

Sale to multinationals, the earn out. Collaborative ecosystems. The main local players, who are they and which are their flagship clients.

6.- Internal organization. Departments. Teams. Economic management and emotional management. When the main machinery is people. Cohabitation of different profiles. Leadership. Recruitment. Motivation.

Teambuilding. Top down and bottom up.

7.- Customers. The importance of defining the relationship. Accounts or projects. Remuneration: scope of work, contract vs. project fee. Organic growth. Search business vs create business. Proactivity.

8.-New Business. New business strategy. The New Business Plan. The sector map. The wish list. New business management models. External actors. Internal actors. The power of the word of mouth. Corporate PR. Networking. Competitions.

9.-The Income. Cost vs. return. The fee for concepts of activity and service. Production management (audiovisual, digital and graphic). Rights management (models, music, images, etc). Graphic study. Adaptations.

10.- Control of expenses. Business plan. Overhead. Profit. Ratios. The Q's and the unstable balance. The importance of projecting results. Reorientation plan, how we manage deviations from plan. Commercial expenses. Employee incentives.

11.-Festivals. Festivals as a tool for commercial action: Attract clients and attract talent. The main festivals (Transversals: Cannes, Sol, One Show, FIAP ... Verticals: Effies, Aspid, Pacifier ...). Glamor convertible into business. Costs Projection of enrollment expenses for the year (festivals, categories ...) The Gunn Report. The Cream ranking.

12.-To sell. The need to differentiate. Convey the personality of our own brand. The credentials.

Prepare-present-sell. The value of time: concretion, conviction, relevance. The first impression factor. Service vs. activism.

13.- The presentation. From elevator pitch to macro presentation. How to introduce yourself and how to present. Know the audience. The content structure. Balance between the auditory and the visual. Master the room.

14.- Innovation and entrepreneurship. The exploration-exploitation binomial. Open innovation. Companies that sell innovation. Ideas

beyond advertising: Be part of the conversation, build brand by doing, add value by improving people's lives. Start a business to innovate.

Methodology

The program will be taught enriched with real experiences from the teacher according to his vision and experience within companies in the industry.

The theory taught will be applied to the development of an advertising company project, a project that will end

in the presentation of a proposal applied to a real brief.

Each session will conclude with the presentation of the most relevant news in the sector, selected by students weekly from a determined battery of national and international publications.

Talks held in class by personalities who will come to reinforce the professional approach to the industry.

Great emphasis will be placed on bringing students closer to the professional world, introducing them to the business world.

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			
Practices, seminars and debate	37.5	1.5	1, 11, 6, 5, 8, 14, 13, 12
Theory	15	0.6	3, 2, 11, 4, 6, 8, 9, 14, 13, 12, 15
Type: Supervised			
Tutoring	7.5	0.3	3, 1, 2, 11, 5, 7, 9, 10, 13, 12, 15
Type: Autonomous			
Entrepreneurial project, study,	82.5	3.3	3, 1, 2, 11, 6, 5, 7, 9, 10, 13, 12, 15

Assessment

-10% Attendance and participation -in both theory and practice sessions- assessing attitude, involvement, contribution to the class and student performance.

-40% Synthesis work. During the semester, students must develop an advertising company project that will culminate with their participation in a final contest for obtaining a supposed "client".

-50% Final exam on the different contents taught in the subject.

Students will be entitled to the recovery of the subject if it has been evaluated from the set of activities, the weight of which is a minimum of 2/3 parts of the total grade for the course obtaining at least a 3 in each of the evaluated items.

Assessment activity for recovery: exam on the different contents taught in the subject.

The student who makes any irregularity (copy, plagiarism, identity theft ...) will be rated with 0 this act of evaluation. In the event of several irregularities, the final grade for the course will be 0.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Assistance and participation	10%	1.5	0.06	3, 1, 2, 6, 5, 16, 8, 10, 13, 12
Entrepreneurial project	40%	3	0.12	3, 1, 2, 11, 4, 6, 5, 16, 7, 8, 9, 10, 13, 12, 15
Exam	50%	3	0.12	3, 2, 11, 4, 6, 10, 14, 13, 12

Bibliography

-Arden, Paul. "It's not how good you are, it's how good you want to be".

-Bullmore, Jeremy. "More Bullmore, behind the scenes in advertising".

-Carnegie, Dale. "Cómo hablar bien en público".

-Caro, Franciso J. & Fernández, David. "Empresa Publicitaria"

-Cubeiro, Juan Carlos. "La sensación de fluidez."

-French, Neil. "Sorry for the lobsters".

-Harari, Noah Yuval "Sapiens".

-Roam, Dan. "Haz que tu presentación sea algo extraordinario".

-Roberts, Kevin. "Lovemarks".

-Segarra, Toni. "Desde el otro lado del escaparate".

-Solana, Daniel. "Postpublicidad".

-Trias de Bes, Fernando. "El libro negro del emprendedor".

-Vidal, Marc. "Una hormiga en París".

-Walsh, Mike. "Futuretainment".

Webografia:

1.- Reason Why, <https://www.reasonwhy.es>

2.- Anuncios, <https://www.anuncios.com/>

3.- Campaign, <https://www.campaignlive.co.uk/>

4.-AdAge, <https://adage.com/>

5.-AdWeek, <https://www.adweek.com/>

6.- Campaignasia, <https://www.campaignasia.com/>

7.- AdLatina, <https://www.adlatina.com/>

8.-LatinSpots <https://www.latinspots.com/sp/>

Software

None in particular.

