

## Contemporary Advertising Systems

Code: 103138  
ECTS Credits: 6

**2024/2025**

Degree	Type	Year
2501935 Advertising and Public Relations	OB	2

### Contact

Name: Ana Maria Ullod Pujol  
Email: ana.ullod@uab.cat

### Teaching groups languages

You can view this information at the [end](#) of this document.

### Prerequisites

Students who take this course must have basic communication skills.

### Objectives and Contextualisation

The subject is part of the Theory and Structure of Advertising and Public Relations, in block with other subjects such as: Theory and Structure of Advertising, Theory and Structure of Public Relations, Current Issues in Advertising and PR.

Learning objectives of the subject:

- Introduce students in the structural study of the whole contemporary advertising system. To make known the economic-financial dimension of the estimated and controlled means that define the different communication ecosystems.
- Show students different communication techniques to apply according to the marketing and communication objectives pursued by an organization, such as: Advertising, Product Placement, Relationship Marketing, Promotions, Street Marketing, Ambient Marketing, etc.
- In this way, students will have a comprehensive view of the possible communication strategies that are part of contemporary advertising systems.
- In the subject will also work the presentation techniques, with the aim of improving the communication skills of students oriented towards the defense of a project, this being an important value in any professional advertising.

### Learning Outcomes

1. CM11 (Competence) Plan professional activity while considering the difference between conventional (ATL) and non-conventional (BTL) media in the advertising system.
2. KM16 (Knowledge) Describe the organisation of the corporate world, including the main advertising and public relations groups.
3. SM13 (Skill) Determine the viability of a business project in the field of advertising and public relations based on the main economic indicators.

## 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).

Topic 2.- Classification of the media in estimated and controlled means:

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 systems.

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

Reasons for the appearance of new techniques. Changes in current advertising systems.

3.1.- Promotion

3.2.- Street marketing, dance marketing, ambient marketing

3.3.- Branded Content

3.4.- Cobranding, licensing

3.5 - Product Placement

3.6 - Merchandising

## Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Seminars	15	0.6	CM11, KM16, SM13
Theory sessions	37.5	1.5	CM11, KM16, SM13
Type: Supervised			
Tutorials	7.5	0.3	CM11, KM16, SM13
Type: Autonomous			
Sources of documentation, readings and work	82.5	3.3	CM11, KM16, SM13

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.

## Assessment

### Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	40%	2	0.08	CM11, KM16, SM13
Seminars Assistance	10%	3.5	0.14	CM11, KM16, SM13
Work	50%	2	0.08	CM11, KM16, SM13

The evaluation system that must be applied to the subject is the following, depending on whether it is continuous evaluation or single evaluation.

Continuous assessment

- . carrying out group work (40%) on the final grade.
- . attendance seminars (10%) on the final grade.
- . test type exam (50%) on the final grade.

Attendance to the seminars is mandatory (minimum 80%), and their realization or attendance is not recoverable. Only duly justified and documented absences of assistance will be taken into account.

To pass the subject it is necessary to pass both the works and the exam, otherwise it will have to go to the recovery.

Students who wish to improve their grade in the first sitting of the exam must prepare a specific bibliography (to be consulted with the teaching team).

The final grade would be the last one obtained, regardless of whether it was lower than the first.

Recovery of continuous assessment

Students will have the right to retake the subject if they have been evaluated of the set of activities, the weight of which is a minimum of 2/3 parts of the total grade of the subject.

Students can recover the subject through an exam.

Single assessment

Requirements:

- Completion of a course project (40%) on the final grade. To be delivered on the day of the exam.
- Case resolution test (10%) based on several readings on the subject. This test will be face-to-face and will take place on the same day of the exam.
- Exam (50%) on the final grade.

To pass the subject, it is necessary to pass the three items of the single assessment foreseen. Otherwise, students will have to go to recovery.

Recovery of single assessment

Students can recover the subject through an exam.

Plagiarism

Students who do any irregularity (copy, plagiarism, identity theft...) that may lead to a significant variation in the grade of an assessment activity, will be graded with this assessment act. In the event of several irregularities, the final grade of the subject will be 0.

## Bibliography

### COMPULSORY BIBLIOGRAPHY

- [Álvarez Ruiz, Antón, \*La magia del planning : cómo utilizar la planificación estratégica para potenciar la eficacia de la comunicación\*](#)
- [Ferrer Lorenzo, Ignasi; Medina Aguerrebere, Pablo; Asociación Española de A... \*De Director de Cuentas a Director de Agencia : 50 casos prácticos sobre Agencias de Publicidad\*](#)
- [Jiménez Morales, Mònika, autor, Sandra Vilajoana Alejandre \(coord.\), Mònika Jiménez Morales, Zahaira González Romo, Elisabet Baurier Montmany \*¿Cómo aplicar los conceptos básicos de publicidad?\*](#)
- [Rodríguez del Bosque, Ignacio A. \*Dirección publicitaria\*](#)
- [Selva Ruiz, David, \*Especies publicitarias : perfiles profesionales en las agencias\*](#)

Students can consult the changes in the compulsory bibliography in the virtual campus at the beginning of the teaching period.

### 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

## Language list

Name	Group	Language	Semester	Turn
(SEM) Seminars	51	Spanish	second semester	afternoon
(SEM) Seminars	52	Spanish	second semester	afternoon
(SEM) Seminars	53	Spanish	second semester	afternoon
(TE) Theory	5	Spanish	second semester	afternoon