UAB
Universitat Autònoma de Barcelona

Advertising and Public Relations Today

Code: 103139
ECTS Credits: 6

2024/2025

Degree	Type	Year
2501935 Advertising and Public Relations	OT	4

Contact

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Teaching groups languages

You can view this information at the end of this document.

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
- Approaching the agency of the future.
- Explain the new eines of publicity and RPP communication was integrated into the marketing plan of the advertiser.
- Application using real practical houses.

Learning Outcomes

1. CM12 (Competence) Incorporate the legislation in force in the field of advertising and public relations to ensure professional activity is socially responsible.
2. KM14 (Knowledge) Indicate the main cultural trends and artistic and literary traditions that have an impact on persuasive communication.
3. KM16 (Knowledge) Describe the organisation of the corporate world, including the main advertising and public relations groups.
4. SM12 (Skill) Analyse advertising campaigns and public relations actions based on the theories and concepts of the discipline.

Content

Generation of knowledge in current advertising and RPP and application of the same highlighting among other a|

1.Marketing 2.0

2.arketing 3.0 i 4.0

 3.Strategic planning: Account Planner

 4.Blue Oceans versus Red Oceans

5.T- Plan applied

6The agency of the future

7.Trends in communication offices and public relations

8.New areas in Public Relations

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Master classes,	37.5	1.5	CM12, KM14, KM16, SM12, CM12
Seminars	15	0.6	CM12, KM14, KM16, SM12, CM12
Type: Supervised			
Tutorials and revision of exercises	7.5	0.3	CM12, KM14, KM16, SM12, CM12
Type: Autonomous			
Individual study, readings, exercises	82.5	3.3	CM12, KM14, CM12

Classes with exposition of formative contents by part of the professor.

Practical classes with case resolution.

Student proactivity

Teamwork Seminarians

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

Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Practices	40	3	0.12	SM12
Test	30%	2	0.08	CM12, KM14, KM16
Work	30	2.5	0.1	CM12, KM14, KM16

Continuous evaluation: it is made up of three items:

a) Exam/Test: 30%.

b) 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, 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.

Single evaluation:

The single assessment test is made up of three items made up of:

a) Global work of the subject with a grade value of 50% and recoverable by the student.

b) Two classroom practices with a note value of 20, that is, 10% each. Unrecoverable.

c) A knowledge test with a grade value of 30%. Unrecoverable.

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.

Language list

Name	Group	Language	Semester	Turn
(SEM) Seminars	51	Catalan	first semester	afternoon
(TE) Theory	5	Catalan	first semester	afternoon