

Degree	Type	Year
2501935 Advertising and Public Relations	OB	2

Contact

Name: Carolina Serra Folch

Email: carolina.serra@uab.cat

Teachers

Roberto Rabanal Ramírez

Teaching groups languages

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

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. Approach to creativity beyond advertising.
3. Carry out practical exercises to enhance and measure creativity.

Learning Outcomes

1. CM15 (Competence) Devising creative and persuasive messages that respond to the communication needs of advertising agencies without violating the democratic values or the fundamental rights of the public.
2. CM16 (Competence) Incorporate communication innovation and new social trends to update creative advertising and public relations strategies.
3. CM17 (Competence) Incorporate creativity as a tool for transforming values and behaviour in the service of general social welfare.
4. KM17 (Knowledge) Identify the four "P's" (person, process, place, product) in advertising creativity as the cornerstone of the theories that explain the creative phenomenon.

5. KM20 (Knowledge) List the stages and strategies of the creative process involved in the development of an advertising campaign, from conceptualisation and creative briefing to execution.
6. KM21 (Knowledge) Describe the relationship between the responsibilities of the creative department and those of the other departments in advertising agencies.

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

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Practical sessions and seminars	34	1.36	CM15, CM16, CM17, KM17, KM20, KM21, CM15
Theoretical classes	17	0.68	CM15, CM16, KM20, KM21, CM15
Type: Supervised			
Tutorials and revision of exercises	7.5	0.3	CM15, CM16, KM20, KM21, CM15
Type: Autonomous			
Individual study, readings, exercises	84	3.36	CM15, CM16, KM21, CM15

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.

Assessment

Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Practical axis	70%	5	0.2	CM15, CM16, KM20, KM21
Theoretical axis	30%	2.5	0.1	CM16, CM17, KM17, KM20

Evaluation

Activity A: Theory 30% on the final grade.

Activity B: Classroom practice, attendance and participation in class 30% on the final grade.

Activity C: Final Project (Partial deliveries and follow-up, Presentation, Work): 40% on the final grade.

Requirements for passing the course

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

Recovery

Students will be entitled to the revaluation of the subject. They should present a minimum of activities that equals two-thirds of the total grading.

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. The grades obtained in the approved parts will be maintained.

This subject does provide for a single evaluation.

During the three hours of the date set in the calendar and/or in the teaching schedule sheet, to carry out the single evaluation, students must take the two tests (theoretical and practical (A) and the mandatory reading (B)) and deliver and present the CIEC Final Project (C) that are specified in the teaching guide.

The single evaluation system of the subject is based on the following percentages:

- a) 30% Theoretical and practical test of the theoretical content of the subject. It must be approved (5 or more) to pass the subject (essential condition). The exam model is different from that of continuous evaluation.
- b) 30% Theoretical test of the following work: Farran, E. (2016). *Desde la trinchera. Manual de supervivencia en creatividad publicitaria*. UOC, Barcelona. It must be passed (5 or more) to pass the subject (essential condition).
- c) 40% Delivery and oral presentation of a final project: completion of the CIEC project (briefing will be delivered). It must be approved (5 or more) to pass the subject (essential condition).

Recovery: single evaluation

According to regulations, in order to participate in the recovery process, students must have previously been evaluated at least 2/3 of the total evaluable activities of the subject.

The student who has not passed the first call must take a theoretical and practical test. This test will include the theoretical knowledge of the subject and the contents collected in the work:

Farran, E. (2016). *Desde la trinchera. Manual de supervivencia en creatividad publicitaria*. Barcelona, UOC.

It must be approved (5 or more) to pass the subject (essential condition). The final grade for the subject will be the one obtained from this test.

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.

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

Bibliography

Mandatory Bibliography

Ricarte, J.M. (1998). Creatividad y Comunicación Persuasiva. Aldea Global, Barcelona.

Bibliography

Andrews, M., Van Leeuwen, M. (2016). Persuasión. GG.

Castellblanque, Mariano (2020). Manual del redactor publicitario offline-online. ESIC.

Castellblanque, Mariano (2006). Perfiles profesionales de publicidad y ámbitos afines. UOC, Barcelona.

Cosme, Santiago (2017). Superpoderes Creativos. Advook, Sevilla.

Farran, Eduard (2016). ¿Cómo desarrollar ideas publicitarias creativas?. UOC, Barcelona.

Farran, Eduard (2016). Desde la trinchera. Manual de supervivencia en creatividad publicitaria. UOC, Barcelona.

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.

Mahon Nik. (2012). Ideación. Cómo generar grandes ideas publicitarias. Gustavo Gili. Barcelona.

Muela, Clara (2018). Manual de Estrategias creativas en publicidad. Pirámide, Madrid.

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

Rodríguez, Ignacio (et. al.) (2011). Dirección publicitaria. UOC, Barcelona.

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

www.anuncios.com

www.clubdecreativos.com/

www.controlpublicidad.com

www.elpublicista.com

www.ipmark.com

www.marketingdirecto.com

www.periodicopublicidad.com

www.puromarketing.com

www.reasonwhy.es/

www.yorokobu.es

Software

This subject does not require any specific software.

Language list

Name	Group	Language	Semester	Turn
(PLAB) Practical laboratories	51	Spanish	second semester	afternoon
(PLAB) Practical laboratories	52	Catalan	second semester	afternoon
(PLAB) Practical laboratories	53	Catalan	second semester	afternoon
(TE) Theory	5	Spanish	second semester	afternoon
(TE) Theory	90	Spanish	second semester	afternoon