

Degree	Type	Year
2501935 Advertising and Public Relations	OB	3

Contact

Name: Maria Montserrat Lavilla Raso

Email: montse.lavilla@uab.cat

Teachers

Leila Mohammadi

Teaching groups languages

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

Prerequisites

None

Objectives and Contextualisation

- Knowledge of the account manager figure
- Approach to the agency sector
- Strategic planning: insights, benchmark, brand awareness, brand positioning.
- Creation of strategy and communication plan
- New strategies below the line and the Internet
- Presentation tools. Know how to sell and present

Learning Outcomes

1. CM22 (Competence) Plan an advertising strategy while taking stakeholders and social impact into account.
2. CM24 (Competence) Design advertising campaign strategies while avoiding any gender bias.
3. KM27 (Knowledge) Recognise the value of brands and audiences as strategic linchpins in the relationship between advertisers and consumers.
4. SM20 (Skill) Determine the communication objectives for the design of the most appropriate advertising strategies while considering the needs of brands and audiences.

5. SM21 (Skill) Determine the roles and responsibilities of account executive staff in the agency-advertiser relationship.

Content

- The account manager and his department. Functions and responsibilities. Agency structure. Agency-advertiser relationship. Agency-suppliers. Interdepartmental relations.
- Benchmark and Communication Plan
- Briefing and counterbriefing
- Research
- Strategic marketing
- Below the line and internet
- Suppliers, budgets, cost control and invoicing
- Negotiation and sale in advertising. New business.
- Analysis, presentation and argumentation of campaigns (several sessions)

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.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Theoretical and practical classes and seminars	52.5	2.1	CM22, CM24, KM27, SM20
Type: Supervised			
Tutorships	7.5	0.3	CM22, CM24, KM27, SM20, SM21
Type: Autonomous			
Reading, analysis and synthesis of texts, preparation and execution of works	82.5	3.3	CM22, CM24, KM27, SM20, SM21

- Theoretical sessions + practical sessions
- Classroom 1 (theory and practice) and classroom 2 (practice)
- Case method
- Professional presentations sector
- Individual practices + group practice
- Presentations

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
Benchmark	30	2.5	0.1	CM22, CM24, KM27, SM20, SM21
Communication plan	30	2.5	0.1	CM22, CM24, KM27, SM20, SM21
Practice	40	2.5	0.1	CM22, CM24, KM27, SM20, SM21

This subject follows continuous assessment or single assessment

Continuous assessment

The activities of the continuous assessment are: 30% communication plan - 30% benchmark - 40% exercises and practices

In order to average and approve the subject, both benchmark and communication plan must be approved.

Final grade: To make the average and pass the course it is necessary that both the benchmark and the communication plan are approved.

- Compulsory attendance 80% of the classes.
- Mandatory submission of ALL assignments.
- Very strict timings; assignments more than one week late will not be accepted. Work delivered after the deadline will have a penalty of -1 point to be subtracted from the final grade.

Single assessment

Single assessment: 45% exam- 45% communication plan - 10% exercise

Recovery continuous assessment:

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.

- The recoverable evaluation activities are: the communication plan and the benchmark.

Recovery single assessment:

The recoverable activities of the single assessment are: the exam and the communication plan.

Second enrollment

- Students who re-enroll in the course (repeaters) must take a synthesis test that will be communicated at the beginning of the course.

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.

Bibliography

- Cooper, Alan (editor, 2009) Planning: cómo hacer el planeamiento estratégico de las comunicaciones, Ediciones Paraninfo, Madrid.
- Fernández-Gómez, Jorge David (2014) Mecanismos estratégicos en publicidad: de la USP a las Lovemarks, Advook, Sevilla.
- Keller, Kevin Lane (2013) Strategic Brand Management, Pearson.
- Kotler, Philip (2018). Marketing 4.0. Editorial Lid.
- Lannon, Judie y Baskin, Merry (editoras) (2008): A Master Class in Brand Planning. The Timeles Work of Stephen King, JohnWiley & Sons, West Sussex, England.
- Sánchez-Blanco, Cristina (2011): Planificación estratégica. Editorial Universitat. Madrid.
- Santesmases, M (2011). Marketing, conceptos y estrategias. Grupo Anaya Lectura.
- Soler, P (2008). El director de cuentas. Gestión de cuentas en marketing y publicidad. Barcelona: UAB. Servei de Publicacions
- Steel, Jon (2012): Verdades, Mentiras y Publicidad. El arte de la planificación de cuentas. Editorial Fragua, Madrid

Software

The course does not require any specific software.

Language list

Name	Group	Language	Semester	Turn
(PLAB) Practical laboratories	51	Catalan	first semester	afternoon
(PLAB) Practical laboratories	52	Catalan	first semester	afternoon
(TE) Theory	5	Catalan	first semester	afternoon