

Advertising and Public Relations Projects

Code: 104896
ECTS Credits: 12

2024/2025

Degree	Type	Year
2501935 Advertising and Public Relations	OB	3

Contact

Name: Alejandro Martínez Moreno
Email: alejandro.martinez@uab.cat

Teaching groups languages

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

Prerequisites

ERASMUS AND MOBILITY

This subject is annual, therefore ERASMUS AND MOBILITY STUDENTS cannot enroll.

Objectives and Contextualisation

- Learn and practice the different creative and ideation techniques in Advertising and Public Relations.
- Practice, through specific projects, learning by doing.
- Create, produce and carry out some creative pieces under the umbrella of a 360 project that allows applying both creative strategy and executional development, including some of the creative and ideation techniques for Advertising and Public Relations.

Learning Outcomes

1. CM07 (Competence) Assess the appropriateness of advertising campaigns and public relations actions in terms of their social impact.
2. CM08 (Competence) Execute 360 projects that incorporate creative strategies, advertising pieces and public relations actions.
3. CM09 (Competence) Design advertising campaigns and public relations actions that are sensitive to the latest social trends and technological advances.
4. KM08 (Knowledge) Identify the creative techniques applicable to the development of advertising and public relations projects.
5. KM09 (Knowledge) Recognise the expressive and narrative resources involved in the development of advertising and public relations projects.
6. SM08 (Skill) Create advertising material and public relations actions both for specific media and for multi-touchpoint projects.

Content

- Conceptual and strategic bases of creativity in commercial communication.
- Advertising techniques, applied to specific projects.
- Production of various pieces and advertising actions, from specific pieces for specific media to a multitouchpoint project.
- Execution of a 360 project in which creative strategies, pieces and 360 actions of Advertising and PR operate jointly.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Theoretical classes and practical projects	105	4.2	CM07, CM08, CM09, KM08, KM09, CM07
Type: Supervised			
Tutoring	15	0.6	CM08, CM09, KM08, KM09, SM08, CM08
Type: Autonomous			
Reading, analysis and synthesis of texts, preparation and execution of works	165	6.6	CM07, CM08, CM09, KM08, KM09, SM08, CM07

- Learn by doing. The intention is to apply the knowledge in specific creative projects, under a practical and continuous creative direction by the teachers.
- At the same time that the student knows the different creative techniques of Advertising and Public Relations will create, by groups, from the creative strategy to the creative executions of different projects based on real briefs. And they will present them orally and in writing for approval.
- Each group must follow the published publications (national and international) on a weekly basis. And each week, two groups will present their "Ad of the Week" proposal.

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
First Evaluation	33,33	5	0.2	CM07, CM09, KM08, KM09, SM08
Second Evaluation	33,33	5	0.2	CM07, CM09, KM08, KM09, SM08
Third Evaluation	33,33	5	0.2	CM07, CM08, CM09, KM08, KM09, SM08

This subject continues evaluation and does not foresee single evaluation

The grade is the average between the partial grades of the different projects:

33,33%.-First evaluation- (DRAC Project+ Christmas Project)

33,33%.-Second evaluation- (4 briefs Project)

33,33%.-Third evaluación- (360° Project + "Ad of the year")

You must have delivered all the weekly installments of the "Announcement of the Week" in order to access the average of the Projects.

Recovery

Students will be entitled to the recovery of the subject if they have been assessed for the set of activities whose weight is equivalent to a minimum of 2/3 of the total grade of the subject.

Recovery activity: A multitouchpoint campaign project that will allow the student to recover 100% of the subject.

The proposed teaching methodology and assessment may be subject to change depending on the attendance restrictions imposed by the health authorities.

The student who commits any irregularity (copying, plagiarism, impersonation, ...) will be graded with 0 this evaluation act. In case of several irregularities, the final grade of the subject will be 0.

Bibliography

BASIC BIBLIOGRAPHY

Advertising

Pricken, M. (2004) *Publicidad creativa. Ideas y técnicas de las mejores campañas internacionales*. GG, BCN

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

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

Asociación Española de Anunciantes (2003). *Publicidad que funciona. El libro de los casos*. AEA y ESIC

-Arden, Paul (2003). "It's not how good you are, it's how good you want to be". Phaidon

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

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

-Harari, Noah Yuval "Sapiens". Debate

-Roam, Dan (2014). "Show & tell. How everybody can make extraordinary presentations". Portfolio

-Roberts, Kevin (2005). "Lovemarks". Empresa Activa

PR

Palencia-Lefler, Manuel (2011) *90 Técnicas de Comunicación y Relaciones Públicas*. Profit Ed. Barcelona.

Xifra J. Lalueza (2009) *Casos de Relaciones Públicas y Comunicación Corporativa*, Prentice-Hall

Grunig, J. Hunt, T (2000) *Dirección de Relaciones Públicas*. Gestión 2000, Barcelona.

Wilcox, DL.; Autt, P.; Agee, W.; Cameron G.; (2001) *RRPP. Estrategias y Tácticas*. Addison W. Madrid.
ADECEC (2003). *40 éxitos en comunicación*. Pearson Educación, Prentice Hall. Madrid.

Webography:

Professional magazines

Anuncios: www.anuncios.com

El Periódico de la publicidad: www.periodicopublicidad.com

El Publicista: www.elpublicista.com

IP-Mark: www.ipmark.com

ControlPublicidad: www.controlpublicidad.com

Marketing directo.com: www.marketingdirecto.com

Puromarketing: www.puromarketing.com

Yorokobu: www.yorokobu.es

Advertising Age

Campaign

AdLatina

LatinSpots

Reason Why

Lüzer's Archive

-Adsoftheworld.com

TheStable.com.au: <https://www.thestable.com.au/>

Software

This subject does not require any specific software.

Language list

Name	Group	Language	Semester	Turn
(PLAB) Practical laboratories	51	Catalan	annual	afternoon
(PLAB) Practical laboratories	52	Catalan	annual	afternoon
(PLAB) Practical laboratories	53	Catalan	annual	afternoon
(TE) Theory	5	Catalan	annual	afternoon