

Advertising and Public Relations Writing

Code: 104897
ECTS Credits: 6

2024/2025

Degree	Type	Year
2501935 Advertising and Public Relations	OB	3

Contact

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Teaching groups languages

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

Prerequisites

No requirements

Objectives and Contextualisation

To know, study, reflect, examine and practice the role of Copywriter as a key professional within the organizational structure of an advertising agency, its functions and its operational development both in Above The Line (ATL) and Below The Line (BTL) devising and writing all kinds of advertising pieces.

To prepare students to work effectively in writing texts for the web, digital advertising and social networks in order to be competent in these and other emerging media.

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. CM17 (Competence) Incorporate creativity as a tool for transforming values and behaviour in the service of general social welfare.
3. KM18 (Knowledge) List the optimal expressive resources of written, graphic, and audiovisual languages to construct original and attractive messages.
4. SM14 (Skill) Apply techniques that enhance the originality and flexibility of thought to generate creative ideas that respond to communication problems.
5. SM15 (Skill) Produce advertising and public relations messages that respond to the needs of clients and consumers using both conventional and emerging technologies.
6. SM16 (Skill) Practise the role of a copywriter by using language creatively, correctly, and effectively, without falling into sexist or discriminatory uses.

Content

SYLLABUS:

Part I

The figure of the copywriter.

Strategy, idea, word.

Elements of copywriting: the holder.

Elements of copywriting: the body copy.

Naming

Slogans

Part II

ATL advertising

Composition for Graphical Media

Radial wedge scripts

Books and newsrooms for TV and videos

Redaction for internet pieces

Part III

BTL advertising

Redaction for direct marketing (cards, loose sheets, brochures, mail advertising)

Items and redaction for Email Marketing

Composition for parts for mobile advertising

Writing for street marketing ads, guerrilla

Composer formats for Internet advertising, Social Networks, PLV, sponsorship, use of influencers, etc.).

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Practical sessions	37.5	1.5	CM15, CM17, KM18, SM14, SM15, SM16
Tutorials	15	0.6	CM15, CM17, KM18, SM14, SM15, SM16
Type: Supervised			
Reading, analysing and synthesising texts, preparing and carrying out work	7.5	0.3	CM15, CM17, KM18, SM14, SM15, SM16
Type: Autonomous			
Theoretical classes, seminars and practices	82.5	3.3	CM15, CM17, KM18, SM14, SM15, SM16

- Theory to explain key concepts (master class).
- Required readings (books, articles, chapters, websites, blogs...).

- Optional readings (books, articles, chapters, websites, blogs...).
- Individual and group writing practice based on a briefing.
- Final practice of a real client campaign (if possible) and its oral presentation.

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.

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
Final practice	20%	2.5	0.1	CM15, CM17, KM18, SM14, SM15, SM16
Specific practices	50%	3	0.12	CM15, CM17, KM18, SM14, SM15, SM16
Theoretical content exam	30%	2	0.08	CM15, CM17, KM18, SM14, SM15, SM16

This course follows continuous and single evaluation.

Continuous evaluation

Activity A: Exam on theoretical content (30% of the final grade).

Activity B: Specific practices (50% of the final grade). These will be carried out in teams in the classroom during practice hours.

Activity C: Final practice (20% of the final grade). It consists of a creative report where students must improve ads with spelling mistakes and poor creative quality. It will be done in creative teams assigned at the beginning of the course.

To pass the course, the minimum grade for each activity must not be lower than 5. The final grade will be the weighted average of the grades of the three activities.

Retake for continuous evaluation

Students will have the right to retake the course if they have been evaluated for the set of activities, whose weight is at least 2/3 of the total grade for the course.

The activities that can be retaken are the theoretical exam and the final practice.

Single evaluation

Activity A: Exam on theoretical content (30% of the final grade).

Activity B: Specific practices (50% of the final grade).

Activity C: The final project will be delivered (20% of the final grade): The student must interview an active copywriter to learn about their skills, functions, and advice for finding a job in the sector.

Retake for single evaluation

Students will have the right to retake the course if they have been evaluated for the set of activities, whose weight is at least 2/3 of the total grade for the course.

The activities that can be retaken are the theoretical exam and the final practice.

Passing the course

To pass the course, the minimum grade for each activity must not be lower than 5. The final grade will be the weighted average of the grades of the three activities.

Plagiarism

If the student engages in any irregularity that could lead to a significant variation in an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that may be initiated. If several irregularities occur in the evaluation acts of the same course, the final grade for this course will be 0.

Bibliography

Castellblanque, Mariano; Ronco, Víctor (2020), *Manual del Redactor Publicitario Offline-Online*. ESIC, Madrid

Curto, V. Rey, J. Sabaté J. (2008), *Redacción publicitaria*. Editorial UOC

D&AD (2018), *The Copy Book*. Taschen

Escribano Hernández, Asunción (2018). *La redacción publicitaria*. Síntesis

Estanyol, E. Serra C. Castellblanque, M. (2015), *¿Dónde cuentan sus historias las marcas*. Ed. UOC

Estanyol, E. Roca, A. Castellblanque, M. Serra C (2015) *¿Quién se esconde detrás de una campaña publicitaria?*

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Guillén, Montse (2006), *La motivación del redactor publicitario. Aproximación a un modelo de estudio*

Morel, Rosa (2018). *Neurocopywriting*.

Navarro, Carlos (2006), *Creatividad publicitaria eficaz*. ESIC, Madrid

Rom, Josep i Sabaté, Joan (2007): *Llenguatge publicitari: Estratègia i creativitat publicitàries*. UOC, Barcelona.

Rodero, Emma y otros(2004). *La radio que convence. Manual para creativos y locutores publicitarios*. Ariel

Sawyer, R. (2006) *Kiss & Sell. Redacción Publicitaria*. Index Book. Barcelona

Software

This subject does not require 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

PROVISIONAL