

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

A positive and proactive attitude is required to make the most of the subject, which will be taught with the aim of bringing students closer to the professional world of the commercial communication company in general, and advertising agency in particular.

## Objectives and Contextualisation

- Introduce the student to the current criteria and the different fields of business management of advertising / commercial communication companies.
- Provide the student with a transversal vision about how the business of commercial communication works.
- Provide the practical basis necessary to understand business management, to facilitate the entry into the professional world and a future promotion managerial positions.

## Learning Outcomes

- CM21 (Competence) Design marketing plans that take suppliers, budgets, and cost control into account.
- CM22 (Competence) Plan an advertising strategy while taking stakeholders and social impact into account.
- KM27 (Knowledge) Recognise the value of brands and audiences as strategic linchpins in the relationship between advertisers and consumers.
- KM28 (Knowledge) Recognise advertising companies as business units to understand their role in the communication industry.

## Content

1. Introduction. Contents of the subject. What is a company today: contribute to the value chain. What is advertising today. Work vs. entrepreneurship. Objective: to acquire a transversal vision of how this business

works.

2.-The communication industry. Ecosystem of advertising and commercial communication companies.

Typology. The main companies in each field and their emblematic works. Multinational vs local.

3.- The advertising agency. Context, origins and evolution (James Walter Thompson, Bill Bernbach, Mad men, the professionals today). Type organization chart. Professional profiles. Offices and internal organization (as a workplace and as an image and positioning tool). Professional development opportunities. Mentoring.

4.- Large multinational networks, context and organization. Holdings. Reporting and relationship with multinational clients. Hubs. Captive clients vs. captive agencies. The main agency networks and their Spanish subsidiaries.

5.- National companies and investees per networks. Entrepreneurs, freelancers and specialized atomization. Sale to multinationals, the earn out. Collaborative ecosystems. The main local players, who are they and which are their flagship clients.

6.- Internal organization. Departments. Teams. Economic management and emotional management. When the main machinery is people. Cohabitation of different profiles. Leadership. Recruitment. Motivation. Teambuilding. Top down and bottom up.

7.- Customers. The importance of defining the relationship. Accounts or projects. Remuneration: scope of work, contract vs. project fee. Organic growth. Search business vs create business. Proactivity.

8.-New Business. New business strategy. The New Business Plan. The sector map. The wish list. New business management models. External actors. Internal actors. The power of the word of mouth. Corporate PR. Networking. Competitions.

9.-The Income. Cost vs. return. The fee for concepts of activity and service. Production management (audiovisual, digital and graphic). Rights management (models, music, images, etc). Graphic study. Adaptations.

10.- Control of expenses. Business plan. Overhead. Profit. Ratios. The Q's and the unstable balance. The importance of projecting results. Reorientation plan, how we manage deviations from plan. Commercial expenses. Employee incentives.

11.-Festivals. Festivals as a tool for commercial action: Attract clients and attract talent. The main festivals (Transversals: Cannes, Sol, One Show, FIAP ... Verticals: Effies, Aspid, Pacifier ...). Glamor convertible into business. Costs Projection of enrollment expenses for the year (festivals, categories ...) The Gunn Report. The Cream ranking.

12.-To sell. The need to differentiate. Convey the personality of our own brand. The credentials. Prepare-present-sell. The value of time: concretion, conviction, relevance. The first impression factor. Service vs. activism.

13.- The presentation. From elevator pitch to macro presentation. How to introduce yourself and how to present. Know the audience. The content structure. Balance between the auditory and the visual. Master the room.

14.- Innovation and entrepreneurship. The exploration-exploitation binomial. Open innovation. Companies that sell innovation. Ideas

beyond advertising: Be part of the conversation, build brand by doing, add value by improving people's lives. Start a business to innovate.

## Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Practices, seminars and debate	37.5	1.5	CM22, KM27
Theory	15	0.6	CM22, KM27
Type: Supervised			
Tutoring	7.5	0.3	CM21, KM28
Type: Autonomous			

The program will be taught enriched with real experiences from the teacher according to his vision and experience within companies in the industry.

The theory taught will be applied to the development of an advertising company project, a project that will end in the presentation of a proposal applied to a real brief.

Each session will conclude with the presentation of the most relevant news in the sector, selected by students weekly from a determined battery of national and international publications.

Talks held in class by personalities who will come to reinforce the professional approach to the industry.

Great emphasis will be placed on bringing students closer to the professional world, introducing them to the business world.

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
Assistance and participation	10%	1.5	0.06	CM21, CM22, KM27
Attendance at professional conference cost free	15%	1.5	0.06	KM27, KM28
Entrepreneurial project	25%	3	0.12	CM21, CM22, KM28
Exam	50%	1.5	0.06	KM27

This subject follows the continuous assessment and also foresees the single evaluation.

The evaluation items are the following:

-10% Attendance and participation - both in theory and in practice - valuing attitude, involvement and contributions to class, as well as student performance.

-25% Synthesis work. During the semester, students will have to develop a business project advertising which will culminate in their participation in a final competition to obtain a supposed "customer".

-15% Attendance at a professional conference. A paper will be written on the topic and conclusions of a professional conference at the Marketing Club of Barcelona or at the Professional College of Marketing and Communication of Catalonia, depending on the topic, time and day. Attendance to this conference will not represent any cost for the student.

-50% Final exam on the different contents taught in the subject.

The single assessment includes three activities: Completion of a paper on a professional lecture (15%); Entrepreneurship project (35%) and exam on contents (50%).

The work to be done for attending the professional conference and the entrepreneurship project will be handed in on the same day as the exam.

## Recovery

Students will have the right to retake the subject if they have been assessed from the set of activities, the weight of which is a minimum of 2/3 parts of the total qualification of the subject having obtained a minimum of 3 in each of the evaluated activities.

Both for the single assessment and the continuous assessment, the exam is the only activity that can be recovered. The recovery will consist of an additional exam on different subjects of the course. The wording will be the same for both forms of assessment.

## Plagiarism

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

## Bibliography

- Arden, Paul. "It's not how good you are, it's how good you want to be".
- Bullmore, Jeremy. "More Bullmore, behind the scenes in advertising".
- Carnegie, Dale. "Cómo hablar bien en público".
- Caro, Francisco J. & Fernández, David. "Empresa Publicitaria"
- Cabeiro, Juan Carlos. "La sensación de fluidez."
- French, Neil. "Sorry for the lobsters".
- Harari, Noah Yuval "Sapiens".
- Roam, Dan. "Haz que tu presentación sea algo extraordinario".
- Roberts, Kevin. "Lovemarks".
- Segarra, Toni. "Desde el otro lado del escaparate".
- Solana, Daniel. "Postpublicidad".
- Trias de Bes, Fernando. "El libro negro del emprendedor".
- Vidal, Marc. "Una hormiga en París".
- Walsh, Mike. "Futuretainment".
  
- Hopkins. My life in advertising.

## Webografía:

- 1.- Reason Why, <https://www.reasonwhy.es>
- 2.- Anuncios, <https://www.anuncios.com/>
- 3.- Campaign, <https://www.campaignlive.co.uk/>
- 4.- AdAge, <https://adage.com/>
- 5.- AdWeek, <https://www.adweek.com/>
- 6.- Campaignasia, <https://www.campaignasia.com/>
- 7.- AdLatina, <https://www.adlatina.com/>
- 8.- LatinSpots <https://www.latinspots.com/sp/>

## Software

None in particular.

## Language list

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

PROVISIONAL