

Degree	Type	Year
2501935 Advertising and Public Relations	FB	1

Contact

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Teachers

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Teaching groups languages

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

Prerequisites

No specific knowledge is required other than that obtained after completing the Baccalaureate.

Objectives and Contextualisation

The course is taken in the first year and belongs to the "Communication" training block.

From this subject the students will reach fundamental objectives of the Degree in

Advertising and Public Relations, which will allow them to be able to:

-To convey information, ideas, problems and solutions on the activity of Advertising and Public Relations.

-Gather and interpret relevant data from the activity of Advertising and Public Relations in order to be able to make judgments that provide a reflection on relevant issues of a social, scientific or ethical nature.

Learning Outcomes

1. CM01 (Competence) Assess the impact of stereotypes and gender roles, as well as the gender perspective, on professional projects and activities.
2. KM01 (Knowledge) Identify the foundations of the theories, history, and structure of the communicative system in the field of Advertising and Public Relations.

3. KM02 (Knowledge) Recognise the social, economic, cultural, and environmental implications of academic-professional activities in the field of persuasive communication.
4. SM01 (Skill) Determine what is substantial and relevant in documents on communication theory, structure and history for professional projects and actions.
5. SM04 (Skill) Use Catalan and Spanish appropriately in the transmission of information and ideas, and in the development and defence of arguments related to the history and theories of social communication.

Content

Syllabus

Topic 1

History of Communication. Industrial period.

Topic 2

History of Advertising. 20th Century (1).

Topic 3

History of Advertising. 20th Century (2).

Topic 4

History of Advertising. 20th Century (3).

Topic 5

History of Advertising. 20th Century (4).

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.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Master class, practicals and seminars	52.5	2.1	CM01, KM01, KM02, SM01, SM04
Type: Supervised			
Individual study, readings, exercises	7.5	0.3	KM01, KM02, SM01
Type: Autonomous			
Individual study, readings, exercises	82.5	3.3	KM01, KM02, SM01

Learning is based on case studies and case studies.

Collaborative work and the capacity for critical analysis and reflection are encouraged.

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
Examination	40%	2	0.08	CM01, KM01, KM02, SM01, SM04
Participation in class and justified self-evaluation	10%	2	0.08	KM02, SM01, SM04
Supervised and directed practical work	50%	3.5	0.14	CM01, KM01, KM02, SM01, SM04

Continuous assessment

-Contemporary and supervised practical work: 50% mark (recoverable).

-Exam: 40% note (recoverable).

-Participation in class and justified self-assessment: 10% mark

To pass the subject, the average grade will be between the 3 parts.

The proposed teaching methodology and evaluation may undergo some modification depending on the participation rate of the students in the theoretical classes.

Continuous assessment activities

Students will have the right to retake the subject if they have been evaluated of the set of activities, the weight of which is equivalent to a minimum of 2/3 parts of the total grade of the subject.

The last three weeks of the course will be dedicated to recovery activities, to which students who meet the following condition may be eligible: that they have obtained a grade between 3 and 4.9 in the final average mark. In no case may you opt for the recovery to raise note.

The characteristics of this recovery test will be communicated on time.

Single assessment

In a single day that will be indicated in time at the beginning of the course, the students who attend this evaluation modality must:

1. Take a theoretical exam, the value of which will be 50% of the final grade.
2. Carry out two practical exercises, whose joint value will be 30% of the final grade.
3. Present the reviews of two monographs selected by the teaching staff of the bibliography of the subject. The value of the two recensions will be 20% of the final grade.

To pass the subject it is necessary to obtain an average grade of the three evaluation items no less than 5. The only recoverable test will be the theoretical exam.

Plagiarism

In the event that the student commits any irregularity that may lead to a significant variation in the grade of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that may be

instructed. In the event of several irregularities in the evaluation acts of the same subject, the final grade of this subject will be 0.

Bibliography

Balsebre, Armand (2001): Historia de la Radio en España. Volumen I (1874-1939), Madrid, Cátedra.

Balsebre, Armand (2002): Historia de la Radio en España. Volumen II (1939-1985), Madrid, Cátedra.

Balsebre, Armand (2011): Víctor Sagi. Historia de la Publicidad, Barcelona, Ediciones Invisibles.

Bassat, Luis (2008): Confesiones personales de un publicitario, Barcelona, Crítica.

Checa Godoy, Antonio (2007): Historia de la Publicidad, Oleiros (La Coruña), Netbiblo.

Eguizabal, Raúl (1998): Historia de la Publicidad, Madrid, Eresma & Celeste Ediciones.

Lorente, Joaquín (1986): Casi todo lo que sé de publicidad, Barcelona, Folio, 1986.

Montero, Mercedes; Rodríguez, Natalia y Verdera, Francisco (2010): Historia de la Publicidad y de las Relaciones Públicas en España (volumen I). De la nada al consumo. Desde los orígenes hasta 1960, Sevilla-Zamora, Comunicación Social.

Montero, Mercedes; Rodríguez, Natalia; Rodríguez Virgili, J. y Del Río, J. (2010): Historia de la Publicidad y de las Relaciones Públicas en España (volumen II) (1960-2000). La edad de oro de la comunicación comercial, Sevilla- Zamora, Comunicación Social.

Perceval, José María (2015): Historia mundial de la comunicación, Madrid, Cátedra.

Prat Gaballí, Pedro (1917): Una nueva técnica. La publicidad científica, Barcelona, Cámara de Comercio y Navegación de Barcelona.

Segarra, Toni (2009): Desde el otro lado del escaparate, Madrid, Espasa Calpe.

Software

The subject does not require any specific software.

Language list

Name	Group	Language	Semester	Turn
(SEM) Seminars	51	Catalan	first semester	afternoon
(SEM) Seminars	52	Catalan	first semester	afternoon
(TE) Theory	5	Catalan	first semester	afternoon