

Degree	Type	Year
Advertising and Public Relations	OP	4

Contact

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Teaching groups languages

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

Prerequisites

Recommended:

1. Good knowledge of the software that follows: Indesign, Photoshop & Illustrator.
2. Be focused on creativity.
3. Be able to have a good planification if you're doing practices or other studies
4. Lots of motivation.
5. Be professionally oriented to creativity and communication.

Objectives and Contextualisation

To be able to create your own portfolio with 6/8 good and original creativities.

To learn to build, defend and sell your own ideas with coherence and criteria.

To know the creative industry. Be able to see where the talent is.

To be confident and reinforce your self.

Be capable to evaluate your own creativity and other's.

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. CM16 (Competence) Incorporate communication innovation and new social trends to update creative advertising and public relations strategies.

3. SM14 (Skill) Apply techniques that enhance the originality and flexibility of thought to generate creative ideas that respond to communication problems.
4. SM15 (Skill) Produce advertising and public relations messages that respond to the needs of clients and consumers using both conventional and emerging technologies.

Content

The portfolio as contract strategy

The professional interview.

The market.

Agencies profiles.

Creative Profiles

Resources for creatives.

Make your own portfolio.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Theoretical and practical classes and seminars	52.5	2.1	
Type: Supervised			
Reviews	7.5	0.3	
Type: Autonomous			
Individual study, readings, exercises	82.5	3.3	

Everything is based in personal projects. The student work on his/her own project and the teacher helps to find the best.

A mixture of research and practices.

Every week the teacher exposes a new briefing and the student have all the course to work on it.

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.

Note: The course content will be sensitive to issues related to gender perspective and the use of inclusive language.

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
Create advertising campaigns	60%	4	0.16	CM15, CM16, SM14, SM15
Realising of a portfolio	40%	3.5	0.14	CM15, CM16, SM14, SM15

SINGLE ASSESSMENT AND CONTINUOUS ASSESSMENT

To pass the course, students must obtain a weighted average of at least 5 on all assessment items. Otherwise, they must retake the course. All items in the continuous and single assessments are retakeable, with the exception of the personal book.

GENERAL INFORMATION FOR BOTH TYPES OF ASSESSMENT

The course layout is provisional to facilitate student registration. Minor changes may occur before the start of the course.

The teaching methodology and proposed assessments may be modified depending on restrictions on in-person attendance imposed by health authorities.

Students are entitled to retake the course if they have been assessed on all activities whose weight is equivalent to at least two-thirds of the total course grade. All activities are retakeable.

Any student who commits any irregularity (copying, plagiarism, identity theft, etc.) will receive a 0 for this assessment. In the event of multiple irregularities, the final grade for the course will be 0.

NON-ASSESSABLE: Students who fail to submit any assessment item will be considered non-assessable.

ARTIFICIAL INTELLIGENCE

For this subject, the use of artificial intelligence (AI) technologies is permitted exclusively according to the instructor's guidelines. Students must clearly identify which parts have been generated with this technology, specify the tools used, and include a critical reflection on how they have influenced the process and final outcome of the activity. Lack of transparency in the use of AI in this assessable activity will be considered a breach of academic dishonesty and may result in a partial or total penalty in the activity grade, or greater sanctions in serious cases.

Bibliography

Bogusky, Alex & Winsor, John (2010). *Baked In: Creating Products and Businesses That Market Themselves*. Chicago: Agate publishing.

Castillo, Fidel del (2014). *Necesitas un book: 78 consejos para elaborar un book creativo y encontrar trabajo en publicidad*. Barcelona: Editorial UOC.

González-Andrío, Gabriel (2005). *30 segundos de gloria: 15 grandes directores creativos nos cuentan cómo llegaron*. Madrid: Dossat.

Gordon, Torr (2008). *Managing Creative People: Lessons in Leadership for the Ideas Economy*. Hoboken (USA, NJ): John Wiley & Sons Ltd.

Knight, Christina (2013). *Mad woman: a herstory of advertising*. Linköping (Suècia): Olika. Nota: no confondre amb: Mass, Jane (2012). *Mad Women, la otra cara de la vida de Madison Avenue*. Barcelona?: Lumen.

Solana, Daniel (2010). *Postpublicidad*. Bilbao: Am libros.

Taylor, Fig (2010). *Cómo crear un portfolio y adentrarse e el mundo*. México: Gustavo Gili.

Software

We don't need any specific software.

Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject.

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