Advertising and Public Relations Writing

Code: 104897
ECTS Credits: 6

2025/2026

Degree	Type	Year
Advertising and Public Relations	OB	3

Contact

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Teaching groups languages

You can view this information at the 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. SM15 (Skill) Produce advertising and public relations messages that respond to the needs of clients and consumers using both conventional and emerging technologies.
5. 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.).

Collaboration between copywriters and AI

Activities and Methodology

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

Methodology:

- 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.

Innovative Teaching Methodologies:

- Creative Festival: During the practical sessions, an anonymous creative festival called *"El León de Cerdanyola"* will take place. Each week, students will vote for the best idea developed for the previous week's exercise. The winning group will receive a 0.5 bonus on that week's assignment as recognition from their peers. This activity introduces the dynamics of creative competitions into the classroom, reflecting real practices within the advertising industry. It also encourages students to develop objective creative judgment, select strong pieces, and practice oral critique of concepts. A symbolic "León" will be awarded at each session, and we will create a winners' gallery on Padlet, where we'll share images of the winning pieces and their creators alongside their *León de Cerdanyola*.

- El Sol de Iberoamérica: The student competition of this prestigious festival-which honors the best creative ideas from Iberia and Latin America-takes place during the semester (April). Participation in this competition, in teams of two, will be offered as a voluntary activity within the course. Students who choose to participate will be exempt from submitting the final assignment as a reward.

Virtual Campus:

A detailed schedule outlining the content of each session will be presented on the first day of the course and will be available on the course's Virtual Campus, where students will find all teaching materials and necessary information for eUective course monitoring. Should the teaching modality change for reasons of force majeure according to the competent authorities, the teaching staU will inform students of any modifications to the course schedule and teaching methodologies.

Inclusive Language:

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

Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Final practice	20%	2.5	0.1	CM15, CM17, KM18, SM15, SM16
Specific practices	50%	3	0.12	CM15, CM17, KM18, SM15, SM16
Theoretical content exam	30%	2	0.08	CM15, CM17, KM18, 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.

Deductions:

In all assignments, 0.25 will be deducted for each spelling mistake.

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.

-Group assignments are excluded from the resit process because they are based on collaborative dynamics and shared work processes that cannot be reproduced individually outside the established schedule.

a) According to regulations, in order to participate in the resit process, students must have previously completed at least two-thirds of the total assessable activities in the course.

b) Only the theoretical component may be resat if the student took the original theoretical exam as part of continuous assessment and received a grade below 4.9. The resit will consist of a written exam assessing theoretical knowledge.

c) Studentswho have failed a practical assignment or did not submit it (provided there is a valid or approved reason by the teaching staff) will have the opportunity to resit it during a designated resit period. Each practical resit will consist of solving a communication case or problem in class (date and time to be confirmed).

d) The final project for the course (worth 20%) is a graded component that cannot be resat if failed. This is because completing a project of this nature within the timeframe available during the resit period is practically unfeasible.

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 of the single evaluation

a) Students will have the right to resit the course if they have been assessed in a set of activities whose weight represents at least two-thirds of the total grade for the course.

b) Students who have failed one of the practical assignments or have not submitted it (provided this is for justified reasons or reasons accepted by the teaching staff) will have the option to resit during the period established for this purpose. The resit for each practical assignment will consist of solving a communication case or problem in class (date and time to be determined).

c) The recoverable activities are the theoretical exam and individual practical assignments. The final project of the course (20%) is a graded activity that cannot be resat if failed. This is because completing a project of this nature within the timeframe available for resits is practically impossible.

Deductions:

In all assignments, 0.25 will be deducted for each spelling mistake.

Retake for single evaluation

Students will be entitled to reassessment in the course if they have been evaluated on a set of activities accounting for at least two-thirds of the total course grade.

The activities that can be retaken are the theoreticalexam 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.

Criteria for being considered 'not assessable':

Students who have not completed at least 33% of the assessment activities planned for the course will be considered'not assessable', and this will be reflected in their final grade.

Plagiarism:

If a student commits any irregularity that could lead to a significant change in the grade of an assessment activity, that activity will be graded with a 0, regardless of any disciplinary proceedings that may be initiated. If multiple irregularities occur in the assessment activities of the same course, the final grade for that course will be 0.

Use of Artificial Intelligence (AI):

For this course, the use of Artificial Intelligence (AI) technologies is permitted exclusively for grammar checking prior to submission, researching information about clients discussed in class, performing translations, and generating images for ideas that include original (human-generated) text. Students must clearly identify which parts were generated using AI, specify the tools used, and include a critical reflection on how these tools influenced both the process and the final outcome of the activity. Lack of transparency in the use of AI for this graded activity will be considered a breach of academic integrity and may result in partial or total loss of marks for the activity, or more serious sanctions in severe cases. All final content and written texts must be entirely generated by the student.

Bibliography

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Handley, Ann. (2014). *Everybody Writes: Guía para escribir contenido increíble*. Empresa Activa.

Lois, George. (2012). *Malditos buenos consejos (para gente con talento)*. Editorial Gustavo Gili.

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Pellicer, Maite. (2024). *Los ODS en la publicidad española*. Editorial Pirámide.

Schwartz, Eugene M. (2023). *Breakthrough Advertising* (modern reprint). MarketFit Publishing.

Suárez Rojas, Tina. (2018). *La redacción publicitaria: El arte del buen decir para vender*. Síntesis.

Sugarman, Joe. (2007). *The Adweek Copywriting Handbook*. Wiley.

Sullivan, Luke. (2022). *Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads* (5ª ed.). Wiley.

Software

This subject does not require 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	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