

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

The course will be taught in English. A working knowledge of English is therefore required.

A proactive and participatory attitude is essential. The course is designed to bring students closer to the real-world dynamics of advertising and communication companies, focusing on both management and entrepreneurial practices, with a global perspective.

Objectives and Contextualisation

To introduce students to the current principles and key areas of business management in the global advertising and communication industry.

To provide a cross-functional understanding of how commercial communication businesses operate in different international contexts.

To offer practical foundations for understanding business strategy and entrepreneurship, with the goal of preparing students for future leadership roles in an international environment.

Learning Outcomes

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

Content

The course explores how communication agencies operate in a complex and evolving global market. It introduces students to key managerial concepts, such as internal organization, client relations, revenue models, team dynamics, and leadership. A focus is also placed on understanding the advertising ecosystem from multinational networks to independent local firms, and how agencies position themselves strategically and creatively. Special attention is given to innovation and entrepreneurship, encouraging students to consider how new business ideas emerge and grow within the communication industry. Throughout the course, students will gain insights into international best practices, the role of creativity in business development, and how agencies build their reputation through branding, pitching, networking, and awards.

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 effective course monitoring. Should the teaching modality change for reasons of force majeure according to the competent authorities, the teaching staff will inform students of any modifications to the course schedule and teaching methodologies.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Practices, seminars and debate	37.5	1.5	CM21, CM22, KM27, KM28, CM21
Theory	15	0.6	KM27, KM28, KM27
Type: Supervised			
Tutoring	7.5	0.3	
Type: Autonomous			
Entrepreneurial project, study, Innovation Observation Diary	82.5	3.3	CM21, CM22, KM27, KM28, CM21

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
Assistance and participation	10%	1.5	0.06	CM21, CM22
Entrepreneurial project	25%	3	0.12	CM21, CM22, KM27, KM28
Exam	50%	1.5	0.06	KM27, KM28

This course follows continuous assessment and also includes a single assessment.

The assessment items are as follows:

-10% Attendance and participation-both in theory and practical classes-with attitude, involvement, and contributions in class, as well as student performance, being assessed.

-25% Summary assignment. During the semester, students will be required to develop an advertising business project, culminating in their participation in a final competition to obtain a potential client.

-15% Over several weeks, students document real-world examples of innovation (new formats, disruptive campaigns, awards, etc.).

-50% Final exam on the various content taught in the course.

The course is considered passed if the weighted sum of the assessment activities reaches a five.

The single assessment includes three activities: The innovation observation diary (20%), entrepreneurship project (30%) and content exam (50%).

The innovation observation diary and the entrepreneurship project must be submitted on the same day as the exam.

Recovery

Students will be entitled to retake the subject if they have been assessed on all activities, the weight of which is at least two-thirds of the total grade for the subject.

In both single and continuous assessments, the exam is the only retakeable activity. All activities except the exam are excluded from the resit process because they are based on continuous learning processes, requiring regular student engagement throughout the course and the progressive development of transversal and specific competences. Their assessment involves active participation, ongoing monitoring, and practical application of content in real or simulated contexts, making it impossible to replicate them in a resit exam.

Retake will consist of an additional exam on different topics from the subject. The format will be identical for both assessment methods.

Criteria for being considered "not assessable":

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

Plagiarism

If the student commits any irregularity that could lead to a significant change in the grade for an assessment, the assessment will be graded with a 0, regardless of any disciplinary action that may be initiated. In the event of multiple irregularities in the assessment procedures for the same subject, the final grade for this subject will be 0.

Artificial Intelligence:

In this subject, the use of Artificial Intelligence (AI) technologies is permitted as an integral part of the assignment, provided that the final result reflects a significant contribution from the students in their analysis and personal reflection. Students must clearly identify the sections generated with this technology, specify the tools used, and include a critical reflection on how they influenced the process and final outcome of the activity. Lack of transparency in the use of AI in this assessable activity will be considered academic dishonesty and may result in a partial or total penalty in the assignment grade, or greater penalties in serious cases.

Bibliography

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- Cubeiro, Juan Carlos, Eduardo Bueno, and Enrique de Mulder. La sensación de fluidez: desarrollo del liderazgo en todos los sentidos. Prentice Hall, 2004.
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- González, Ana García, and Sefa Bòria Reverter. Nuevos emprendedores, Los: creación de empresas en el siglo XXI. Vol. 3. Edicions Universitat Barcelona, 2006.
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- Roberts, Kevin. Lovemarks: The future beyond brands. Powerhouse books, 2005.
- Segarra, Toni. Desde el otro lado del escaparate. Grupo Planeta Spain, 2011.
- De Bes, Fernando Trías. El libro negro del emprendedor: no digas que nunca te lo advirtieron. Ediciones Urano, 2020.
- Walsh, Mike. "Futuretainment: Yesterday the world changed, now it's your turn." (2009).

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	English	second semester	afternoon
(TE) Theory	5	English	second semester	afternoon