

Degree	Type	Year
Advertising and Public Relations	FB	1

Contact

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Teachers

Carolina Serra Folch

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.
- To get to know the main figures in the history of Advertising, especially in Spain.

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

Topic 1. History of Communication. Industrial Period

Transport, electricity, the telephone. Advertisements. The birth of brands. The press as an advertising medium. The press agent (precursor to the advertising agent). The first advertising agencies.

Topic 2. History of Advertising. 20th Century (1)

Between the 1888 and 1929 Universal Exhibitions. Scientific advertising. Market research. The psychological and sociological study of the consumer. Different advertising formats in print media.

Topic 3. History of Advertising. 20th Century (2)

Radio as an advertising medium.

Topic 4. History of Advertising. 20th Century (3)

Television as an advertising medium. The contribution of television to the creation of consumer society. Spanish economic developmentalism. Media distribution and audience measurement studies: OJD, EGM.

Topic 5. History of Advertising. 20th Century (4)

The General Advertising Law of 1988. Changes in the advertising system following the emergence of private television channels. The power of the audience meter. The crisis of print media with the rise of digital media and new media platforms.

Activities and Methodology

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

Learning is based on case studies and case studies. Collaborative work and the capacity for critical analysis and reflection are encouraged.

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

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.

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
Examination	40%	2	0.08	KM01, KM02
Participation in class and justified self-evaluation	10%	2	0.08	CM01, 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 course, students must obtain an average grade of no less than 5 on the three assessment items. Otherwise, any of the individual assessment activities may be retaken.

Criteria to Be Considered Not Assessable

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

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.

Artificial Intelligence

In this course, the use of Artificial Intelligence (AI) technologies is permitted as an integral part of assignment development, provided that the final outcome demonstrates a significant contribution from the student in terms of analysis and personal reflection. Students must clearly identify any content generated using AI, specify the tools employed, and include a critical reflection on how these technologies have influenced both the process and the final result of the assignment. Failure to disclose the use of AI in this assessed activity will be considered a breach of academic integrity and may result in a partial or total penalty to the assignment grade, or more serious sanctions in severe cases.

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 Gabalfi, 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.

Serra, Carolina (2021): Història de la Publicitat de Catalunya, Barcelona, Trípodus.

Software

The subject does not require 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
(SEM) Seminars	51	Catalan	first semester	afternoon
(SEM) Seminars	52	Catalan	first semester	afternoon
(TE) Theory	5	Catalan	first semester	afternoon