

Degree programme	Type	Course
Advertising and Public Relations	OB	1

Contact lecturer

Name : Alfonso Gonzalez Quesada

Email : alfons.gonzalez@uab.cat

Teaching staff

Elaine Aparecida Lopes Da Silva

Mireya Places Fernando

Cristina Martorell Castellano

Group languages

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

Prerequisites

There is no prerequisite.

Objectives

1. Know how to identify markets and audiences.
2. Understand the scope of the basic tools and resources for analytical marketing and know how to apply them.
3. Know the scope of the main types of information sources and resources.
4. Properly use the main types of information sources and resources to respond to any type of information need in the field of advertising, marketing and public relations.

Learning outcomes

- KM10 (List the stages and strategies in the development of a communication plan.) List the stages and strategies in the development of a communication plan.
- KM11 (Explain the key elements involved in developing a marketing plan.) Explain the key elements involved in developing a marketing plan.
- SM10 (Apply documentary research processes and qualitative and quantitative techniques to the management of information in advertising and public relations projects.) Apply documentary research processes and qualitative and quantitative techniques to the management of information in advertising and public relations projects.

Contents

Marketing Scope:

- Marketing - General overview (history, key authors, marketing approaches).
- Environmental analysis and SWOT.
- Market research: Qualitative and Quantitative.
- Marketing mix: The "4Ps" (product, price, distribution, and communication).
- Segmentation and positioning, and Consumer behavior.

Documentary Management Scope:

- Documentary management: what it is and what it is for. Approach to the Information Units. Informative needs for publicists and public relations.
- The representation of information: the languages of indexation.
- The sources of information: typology, characteristics and uses. Sources of reference for the advertising activity.
- The electronic information. The databases: structure, operation and consultation. Internet as a source of information: directories and search engines.
- Access to bibliographic information on the net.
- Sources of graphic and audiovisual information useful for advertising, marketing and public relations practice.
- Preparation of academic documents: formal considerations. Bibliographic identification: rules and tools.

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Tutoring and revision of exercises and homeworks	15	0.6	KM10, KM11, SM10
Theoretical classes	15	0.6	KM10, KM11
Completion of exercises, assignments and homework. Reading texts. Studying.	165	6.6	KM10, KM11, SM10
Practical sessions and seminars	90	3.6	KM10, KM11, SM10

As this is an annual course, the first semester is dedicated to working on the specific contents of the two subjects that make up the course through theoretical and practical sessions. The second semester is devoted to the development of a joint project involving the two subjects. The teaching methodology of this second semester prioritises practical sessions, seminars and group presentations.

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 the various teaching materials deemed appropriate by the instructors 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

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	Weight	Hours	ECTS	Learning outcomes
Course work	40%	6	0.24	KM10, KM11, SM10
Individual test of theoretical and practical contents of Documentary Management.	25%	2	0.08	KM10, KM11, SM10
Individual practices in the classroom	10%	5	0.2	KM10, KM11, SM10
Individual test of theoretical and practical contents of Marketing	25%	2	0.08	KM10, KM11, SM10

Continuous assessment

The course is assessed exclusively through the continuous assessment system. To pass, students must complete and submit the various scheduled assessment activities. The assessment activities are as follows:

- Individual in-class practical assignments (10% of the final grade). These comprise the Marketing and Document Management practical exercises carried out during the course. Attendance at practical sessions is mandatory. To meet the requirements of continuous assessment, students must have completed at least 70% of the individual practical assignments for each of the two parts of the course.
- Individual tests (50% of the final grade). Two individual tests will be held, one in Marketing (25%) and one in Document Management (25%), aimed at assessing the achievement of the theoretical and practical content of each of the two areas of the course.
- In order to calculate the final grade, the average grade of the two tests must be at least 4.0.
- If the average grade is below 3.0, the student will fail the course and will not be eligible for the recovery process.
- If the average grade is equal to or higher than 3.0 and lower than 4.0, the student must take the recovery test for those exams in which a grade of 5.0 or higher was not obtained.
- Course project (40% of the final grade). This consists of a group project to be developed during the second semester. Its objective is to integrate the contents of Marketing and Document Management through the resolution of a case study. The criteria, assignments, and follow-up calendar will be provided at the beginning of the second semester.

Conditions to pass the course. To pass the course, the following conditions must be met simultaneously:

- Have completed at least 70% of the individual practical assignments in both Marketing and Document Management.
- Obtain an average grade of 4.0 or higher on the two individual tests.
- Obtain a final grade of 5.0 or higher, as a result of weighting all assessment activities.

The course does not offer a single assessment system.

Recovery. Students have the right to recovery if they have been assessed in activities representing at least two-thirds of the total course grade. To be eligible for recovery, students must:

- Have completed at least 70% of the individual practical assignments in both Marketing and Document Management.
- Have obtained an average grade of 3.0 or higher on the individual Marketing and Document Management tests.

The recovery will exclusively affect the individual Marketing and Document Management tests. The individual practical assignments and the course project are not subject to recovery, as they are based on a continuous development process that cannot be replicated outside the teaching period.

Consideration as "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.

Use of AI

In this course, the use of Artificial Intelligence (AI) technologies is permitted as an integral part of the development of the coursework, provided that the final result reflects a significant contribution from the student in terms of analysis and personal reflection. Students must clearly identify which parts have been generated using such technologies, specify the tools used, and include a critical reflection on how these tools have influenced both the process and the final outcome of the activity. Lack of transparency in the use of AI will be considered a breach of academic integrity and may result in a penalty on the activity's grade or more severe sanctions in serious cases.

Spelling and grammatical correction

Incorrect spelling or grammatical mistakes in any of the activities of the subject will subtract points from their qualifications.

Plagiarism and academic misconduct in assessment activities

The performance of any irregularity in an evaluation act (academic fraud, plagiarism or improper use of AI, unless this use is expressly authorized by the teaching guide), which may lead to a significant variation in the grade, assumes that this act will be graded with a 0. In the event that the teaching guide foresees that in order to pass the subject it is an essential requirement to have obtained a minimum grade in this evaluation act or that there are several irregularities in the evaluation acts of the same subject, the final grade of this subject is 0. Apart from this, a disciplinary process may be instructed to the student that incurs any of these irregularities.

Any student suspected of submitting assignments that have been generated by AI, written by others or copied; include unattributed AI-generated content, or fall outside the permitted scope, may be asked to provide the preliminary work or other materials that can demonstrate it is original work and the result of their own authorship. They may also be asked to separately explain or justify their work. Teachers may also use AI detection systems or carry out any verification tasks they deem appropriate. If, after review, the instructor detects irregularities, the assignment may be graded zero, and the student may be subject to further disciplinary action.

Bibliography

Documentary management

ABADAL, Ernest. *Servicios y sistema de información digital*. Gijón: Trea, 2001.

ABADAL, Ernest; CODINA, Lluís. *Bases de datos documentales: características, funciones y método*. Madrid: Síntesis, 2005. (Ciencias de la información. Biblioteconomía y documentación; 25) ISBN 84-9756-263-1.

CODINA, Lluís. "Motores de búsqueda de información científica y académica"[En línea]. *Hipertext.net*, núm. 5, 2007. <<http://www.hipertext.net>> [Consulta: 12.10.2010]. ISSN 1695-5498.

FERRAN, Núria; PÉREX-MONTORO, Mario. *Búsqueda y recuperación de la información*. [Recurs electrònic]. Barcelona: UOC.

LOPEZ YEPES, José (Coord.) *Manual de ciencias de la documentación*. Madrid : Pirámide, 2002. (Ozolid). ISBN 84-368-1645-5.

MORENO JIMÉNEZ, Pilar. "Estrategias y mecanismos de búsqueda en la web invisible" [En línea]. En: Biblioteca Daniel Cosío Villegas, México, 2003-2005. http://biblio.colmex.mx/recelec/web_invisible.htm . [Consulta: 12.10.2010]

SALAZAR, Idoia. *Las profundidades de Internet*. Gijón: Trea, 2005

Marketing

ARMSTRONG, G., KOTLER, P., MERINO, M. J., PINTADO, T., & JUAN, J. M. (2011). *Introducción al marketing* (Vol. 2). Madrid: Pearson.

KIM, W. C., & MAUBORGNE, R. (2017). *Las claves de la Estrategia del Océano Azul*. Profit Editorial.

KOTLER, Philip; KELLER, Kevin (2006). *Dirección de Marketing* (12a ed). Madrid: Prentice Hall.

SANTESMASES, Miguel. (2007). *Marketing. Conceptos y estrategias* (5a. ed.). Madrid: Pirámide.

Software

No software is necessary.

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TE) Theory	5	Catalan/Spanish	annual	afternoon
(PLAB) Practical laboratories	51	Catalan/Spanish	annual	afternoon
(PLAB) Practical laboratories	52	Catalan/Spanish	annual	afternoon
(PLAB) Practical laboratories	53	Catalan/Spanish	annual	afternoon