

Degree programme	Type	Course
Advertising and Public Relations	OB	2

Contact lecturer

Name : Miquel Campmany Muñoz

Email : miquel.campmany@uab.cat

Teaching staff

Anna Fajula Payet

Cristina Martorell Castellano

Group languages

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

Prerequisites

Knowledge of basic concepts explained in introduction to marketing & introduction to Advertising.

Objectives

Provide students of the fundamental knowledge on the strategic side of communication, both at the conceptual level (analysis, branding and strategy conceptualization) and implementation (execution of the various phases of a communication plan).

Learning outcomes

- CM07 (Assess the appropriateness of advertising campaigns and public relations actions in terms of their social impact.) Assess the appropriateness of advertising campaigns and public relations actions in terms of their social impact.
- CM09 (Design advertising campaigns and public relations actions that are sensitive to the latest social trends and technological advances.) Design advertising campaigns and public relations actions that are sensitive to the latest social trends and technological advances.
- 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.
- SM09 (Create a communication plan as the cornerstone of an advertising and public relations project.) Create a communication plan as the cornerstone of an advertising and public relations project.

Contents

MODULE 1: THE IMPORTANCE OF THE STRATEGY AND THE STRATEGIC PLANNER

- The role of strategy
- Communicate what, how and when
- Stages of the strategic process: analysis - diagnosis - strategy - actions - content
- The communication plan. Holistic vision and context of the brand
- The brand's macro-environment
- The planner as the person responsible for the strategy within the agency

MODULE 2: THE CATEGORY

- The micro-environment of the brand: its competitive context. The category as a market
- Category perception from the point of sales
- Category perception from the inputs received from the street and media
- Tools to analyse and measure the category: Market data, Copy analysis and Store checks
- Positioning: the brand and the category in the mind of the consumer
- Positioning maps

MODULE 3: THE BRAND

- The subject of communication: the brand as the identity of products, companies and institutions
- Key concepts of branding
- Construction axes and dimensions of the brand: awareness and meanings
- Brand Essence
- Brand Personality
- Elements of identity
- Brand Stories

MODULE 4: STAKEHOLDERS

- The public of communication
- The concept of stakeholders
- Consumer knowledge
- Research instruments
- Consumer segments & typologies

MODULE 5: CONSUMER JOURNEY AND TOUCH POINTS ANALYSIS

- The Consumer Journey
- Contact points
- Consumer intelligence: social listening and Data Mining
- Analysis of behaviours, barriers and opportunities

MODULE 6: THE COMMUNICATION'S STRATEGY

- The roles of communication
- From diagnosis to the objective
- Communication's target & Projected target

- Strategy development and messages to communicate
- Media neutral strategy
- The Brief as a translator of the strategy
- The Copy Strategy and other models to summarize the strategy

MÒDUL 7: THE EMOTIONAL CONNECTION

- Identification and engagement
- The insights
- Instruments of persuasion
- The big idea
- The Activation Plan: actions & content to activate the big idea and the messages defined
- A balanced activation within the budget allocated: Paid, Owned & Earned media
- How to evaluate creativity
- How to evaluate efficacy: KPI's

MODULE 8: THE PRESENTATION OF THE YEAR TASK

- Content and storytelling of the presentation
- Misse-en-scène: preparing the setting and performance in the D day

ANNEX: THE AGENTS

- Agents involved in the process of create and execute a communication's strategy
- The corporate communication and marketing team
- The structure of the agency
- The research institute
- Other agents
- The growing role of women in the professional communicative ecosystem.

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

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Annual team task, individual study and readings	165	6.6	CM07, CM09, KM10, KM11, SM09
Keynote sessions & workshops	105	4.2	CM07, CM09, KM10, KM11, SM09
Tutorials	15	0.6	CM07, CM09, KM10, KM11, SM09

Various activities will be carried out during the course:

- 1.- Master classes
- 2.- Workshp sessions
- 3.- Reading texts

4.- Presentations to the group

6.- Year Task of the subject (Communication Plan)

7.- Group or individual tutoring

8.- Conference or talk by professionals in the commercial communication and PR sector (to be defined)

These activities will be organized, during the 10 months of the course, as follows:

1- Master classes:

Keynotes about the matter. Exposition and consultation of doubts. Compulsory attendance.

There will be between 8 and 10 sessions of 3 hours throughout the course, taught by the main associate professor.

2- Workshop sessions:

14 workshop sessions of 3 hours linked to each one of the master classes.

They will be mainly taught by assistant teachers. Alumni will be divided in two or three groups (33% or 50% of the class in alphabetical order).

In each session you can expand / complement the theoretical content explained in the keynote session. Then, several exercises will arise, which can be developed individually or in a group, and can be done both in class or at home.

In total, there will be around 18-20 workshops to be grade.

3- Development of the course yearly task:

Preparation of a Communication Plan. Students will be divided into teams of 4 people. Several cases will be defined, which will be assigned for their development to 3 or 4 teams, which will "compete" for offering the best proposal.

The evolution of the work will be supervised by one of the professors through various tutorial sessions and a final evaluation of the finished written work will be carried out.

Subsequently, each group will make an oral presentation to defend their proposal in front of a tribunal formed by the 3 professors and, perhaps, an external professional linked to one of the cases. This court will punctuate each group and will choose, case by case, the winners of each "oralcontest".

4- Readings:

Various readings related to the theoretical contents and sections of the work will be provided, which each student must comment in writing and individually.

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 the teaching team deems appropriate and necessary information for effective course monitoring. Should the teaching modality change for health-related reasons, 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	Weight	Hours	ECTS	Learning outcomes
Year task in groups	4 credits / 33% of the final grade	4	0.16	CM09, KM10, KM11, SM09
Exam	4 credits / 33% of the final grade	6	0.24	KM10, KM11, SM09
Workshops, exercises & readings	4 credits / 33% of the final grade	5	0.2	CM07, CM09, KM10, KM11, SM09

This course is based on continuous assessment and does not offer the option of a single final assessment.

This subject conforms, together with Marketing of the first year and Creativity of the third year, the backbone of the Degree. That is why they are the core subjects of each of these three courses respectively, and they have 12 credits.

The subject is based on the balance between the learning of theoretical contents and the ability to apply them in a real day-to-day situation of the profession. Therefore, the evaluation contemplates this double dimension and the 12 credits will be distributed equally between exam (4), practices and readings (4) and course work (4). To pass the matter, it will be required a minimum of 5 for the final grade.

The official program separates the two quarters and awards 7 of the twelve credits to the first and 5 to the second one. As each of these two blocks is independent, to pass the subject it is necessary to approve both of them. Therefore, if a student suspends one of the semesters, the subject can not be approved doing average and the suspended part must be recovered.

An approximation, not exact, between the allocation of credits by academic areas and by quarters is the following:

First 4-months:

- Theoric exam..... 2 credits
- Workshop sessions..... 2 credits
- Work: Communication Plan 2 credits
- Readings 0.5 credits

In any of the four sections, the minimum grade to play average with other is a 4.

Second 4months:

- Theoric exam..... 2 credits
- Workshop sessions..... 1 credits
- Work: Communication Plan 2 credits
- Readings 0.5 credits

In any of the four sections, the minimum grade to play average with other is a 4.

ACCESS TO WORKSHOP SESSIONS OR RIGHT TO BE EVALUATED OF THE TUTORIAL DELIVERIES WON'T BE GRANTED WITHOUT ATTENDANCE TO THE CORRESPONDENT KEYNOTE SESSION.

The credits of the work will be divided, on 100 points, of the following form:

- 6-7 partial tutorials --> 45 points
- Global assessment of the final written work --> 25 points
- Oral presentation (contest classification) --> 30 points *

The winning team in each case will receive approximate 30 points, the second 20, the third 10 and the fourth 0.

Exam: it will have a part of test questions and a practical part to be developed. The correction of the test will be based on the formula $\text{CORRECT ANSWERS} - \text{ERRORS} / \text{N}^\circ \text{ OPTIONS} - 1$, which corrects the probabilities of random success of people who have not followed the subject. It is required a minimum of 4 in each part to average.

Workshops and exercises: they must be carried out and delivered on the day indicated in the subject calendar or that the teaching team marks. Only those practices that have not been carried out for justified reasons or force majeure (illness, ...) can be recovered. The absence or impossibility of realization must be proven.

In both, the practical exam and practicals exercises during the workshops, the fact of answering in English the entire task will imply an extra score of between 0.3 and 0.5 points.

The student who performs any irregularity (copy, plagiarism, identity theft...) that can lead to a significant variation of the qualification of an evaluation act, will be qualified with 0 this act of evaluation. In case there are several irregularities, the final grade of the subject will be 0.

RECOVERY:

The student will be entitled to the revaluation of the subject if he or she has been evaluated of the set of activities the weight of which equals a minimum of 2/3 of the total grade of the subject.

Coursework is NOT recoverable except for some of the first 3 partial deliveries. Both, Practice and Exams blocks are recoverable, but can be recovered with a minimum grade of 3. In the case of a lower grade, the subject can not be retrieved.

The block of practice exercises within each 4-months period can be recovered through an exercise by the end of this period.

The exams are recovered with a new recovery exam at the end of the course, in which the maximum mark that comes out to combine with the rest of the marks of the subject will never be higher than 6.5.

In the case of a second enrolment, students can do a single synthesis exam/assignment that will consist of a exam, divided in 2 moments, each one at the end of each quarter. The grading of the subject will correspond to the grade of the synthesis exam/assignment. However, to reduce the risk that students may face, they may choose to supplement the grading of the synthesis tests with practical exercises of the continuous assessment.

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.

Plagiarism

In the event that the student performs any irregularity that may lead to a significant variation of an evaluation

act, this evaluation act will be graded with 0, regardless of the disciplinary process that could be instructed. In the event, that several irregularities occur in the evaluation acts of the same subject, the final grade for this subject will be 0. In the event that the student performs any irregularity that may lead to a significant variation of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that could be instructed. In the event, that several irregularities occur in the evaluation acts of the same subject, the final grade for this subject will be 0.

Irregularities

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.

Procedure in the Event of Suspected 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

Batey, Mark (2015). *Brand meaning (2nd edition)*. Routledge
Chan & Mauborgne. (2015). *Blue ocean Strategy*. Harvard BS Review
Drue, Jean Marie (1996). *Disruption*. Eresma
Fortini-Campbell, Lisa (2001). *Hitting the sweet spot*. The Copy Workshop
Gladwell, Malcolm (2002). *The tipping point*; Back Bay Books
Keller, Kevin L. (2019). *Strategic Brand Management (5th edition)*. Prentice Hall
Laermer, Richard (2009). *Punk Marketing*. HarperCollins
Levinson, Frishman & Lublin (2020). *Guerrilla Publicity*; Morgan James
Lindstrom Martin (2005). *Brand Sense*. Free Press
Maslow, AD (1943). *A theory of human motivation*. Start Publishing
Pearson, Carol & Mark, Margaret (2001). *The Hero & the Outlaw*; McGraw-Hill
Reiss, Steven (2002). *Who am I?*. Berkley
Reynolds & Olson (2001). *Understanding consumer decision making: the means-end approach*. Laurence Earlbaum
Rijkenberg, Jan (2001). *Concepting*. NTC
Schmitt, Bernd (2000). *Experiential marketing*. Free press
several authors (1988). *How to plan advertising*. APG
Stalman, Andy (2014). *Brand Off-On*. Gestión 2000
Steel, Jon (2012). *Verdades, mentiras y publicidad*. Eresma
Sutherland & Sylvester (2008). *Advertising and the mind of the consumer*. Routledge
Villemus, Philippe (1997). *Comment juger la création publicitaire*. Editions d'Organization
Zaltman, Gerald (2003). *How customers think*; Harvard BS Press
Zaltman, Gerald (2008). *Marketing Metaphoria*. Harvard BS Review

Software

The subject does not require any specific software.

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	annual	afternoon
(PLAB) Practical laboratories	51	Catalan	annual	afternoon
(PLAB) Practical laboratories	52	Catalan	annual	afternoon
(PLAB) Practical laboratories	53	Catalan	annual	afternoon