

Degree programme	Type	Course
Advertising and Public Relations	OB	1

Contact lecturer

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Prerequisites

There are no additional prior requirements.

Group languages

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

Objectives

Advertising is a key component of the economic development and social construction of Western postmodern societies. It is a fast and constantly evolving industry, facing great challenges such as audience fragmentation, increasingly demanding audiences, loss of control over its messages, and the impact of generative AI. The course Theory and Structure of Advertising is an introductory course in advertising that aims to lay the groundwork for understanding this form of communication. The course aims to:

- Place advertising within a highly complex context where different communication types interact.
- Provide a global view of the advertising process and explain the role of each phase within the complex industry setting.
- Provide the basic theoretical knowledge that allows for the understanding of the advertising mechanisms (persuasion) independently of the format.
- Equip students with the tools and knowledge to judge contemporary advertising campaigns from a critical and ethical standpoint.

Learning outcomes

- CM11 (Plan professional activity while considering the difference between conventional (ATL) and non-conventional (BTL) media in the advertising system.) Plan professional activity while considering the difference between conventional (ATL) and non-conventional (BTL) media in the advertising system.
- CM13 (Incorporate codes of ethics and the ethical principles of self-regulation into advertising and public relations activities.) Incorporate codes of ethics and the ethical principles of self-regulation into advertising and public relations activities.
- CM14 (Optimally combine the different professional profiles involved in the planning of advertising campaigns and public relations campaigns.) Optimally combine the different professional profiles involved in the planning of advertising campaigns and public relations campaigns.
- KM13 (Define the theories that characterise persuasive communication in the field of the production, distribution and reception of advertising messages and public relations campaigns.) Define the theories that characterise persuasive communication in the field of the production, distribution and reception of advertising messages and public relations campaigns.
- KM15 (Recognise professional profiles and their responsibilities in advertising and public relations.) Recognise professional profiles and their responsibilities in advertising and public relations.

- SM12 (Analyse advertising campaigns and public relations actions based on the theories and concepts of the discipline.) Analyse advertising campaigns and public relations actions based on the theories and concepts of the discipline.

Contents

MODULE A: Conceptualization and structure of advertising. The goal of this module is to delineate the contemporary concept of advertising and its overlap with other disciplines. It also aims to describe the professional roles involved in conceptualizing and creating advertising campaigns, as well as the relationships among them.

MODULE B: Persuasive communication theoretical fundamentals; key learnings to know and convince consumers. The goal of this module is to identify the psychosocial principles that should guide decisions made in the conceptualization and development of advertising campaigns. To understand how consumers interpret and interact with advertising messages to maximize their persuasive effect.

MODULE C: Advertisements: forms, formats, and effects of different types of advertising. The goal of this module is to provide an X-ray of the various formats of advertising (conventional and non-conventional) and to understand the relevance of integrated strategies that look beyond a sign ad and use non-official content to their advantage.

MODULE D: Ethics and legislation of the advertising industry. The goal of this module is to understand how the legal and ethical environments both limit and ensure the sustainability of advertising. Learn about the major laws, ethical codes, and other phenomena that help us understand why the advertising industry is always under the spotlight.

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Readings, case studies preparation, and work on the project	82.5	3.3	CM13, KM13, KM15, SM12
Theoretical classes	37.5	1.5	CM13, CM14, KM13
Mentoring and follow-up sessions	7.5	0.3	CM11, KM15
Seminars and practices	15	0.6	CM13, CM14, KM13, SM12

Several teaching methodologies will be used in this course:

A) Lecture: The teacher will present the theoretical contents of the course, will solve the students' doubts and further questions about the content, and will provide examples reflecting these contents. Students are invited to propose examples of their own interest during lectures or via the Virtual Campus for class discussion.

B) Case studies methodology: Through the case studies, the student will learn about the implementation of the theoretical content in real advertising practices of well-known brands. The case studies will be used mainly during the practical lessons on campus.

C) Role-playing (debate and pitch): At the end of the practical classes, the students will participate either in debates with their classmates or in elevator pitch sessions.

D) Jigsaw (supervised cooperative method): The group project consists of the independent and cooperative work of the students with the supervision of the teacher.

Course program:

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.

Annotation: 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
Participation (on campus and virtually)	5%	0.5	0.02	SM12
Multiple choice exam	40%	2	0.08	CM13, CM14, KM13
Final Course Project	25%	2	0.08	CM11, KM15
Case studies (individual work, presentations, and debates)	30%	3	0.12	CM13, CM14, KM13, SM12

The course has a strong theoretical focus, even though it also promotes learning through applied cases. Therefore, the evaluation model takes into account several aspects:

Continuous evaluation:

[1] PARTICIPATION (5% of the final grade): The participation and contributions in class, as well as the contributions to the "interesting cases forum" (Campus Virtual), will be considered

[2] CASE STUDIES AND INDIVIDUAL ACTIVITIES (30% of the final grade): The students must prepare at home the different case studies proposed in order to debate them in class during the practical sessions. These activities serve to evaluate how individuals and groups apply the theoretical knowledge to real cases.

[3] MULTIPLE CHOICE EXAM (40% of the final grade): It consists of an individual exam with closed questions and several possible answers. It evaluates the student's theoretical content knowledge.

[4] GROUP PROJECT (25% of the final grade): It consists of a study about the different professional profiles and how they interact in the advertising process. In this research project, students must use primary and secondary sources to acquire in-depth knowledge of different profiles and their challenges.

Annotation: From the second enrollment onwards, the assessment of the subject may consist of a synthesis test that evaluates the learning outcomes outlined in the teaching guide. In this case, the final grade for the course will be the grade obtained on the comprehensive exam. Details of the exam will be communicated to students who choose this assessment method in due course.

Annotation: Students who have not attended at least 1/3 of the evaluation activities will be considered 'not assessable', and this will be indicated as the final grade.

Single evaluation:

Students can choose a single evaluation option in accordance with the current normative. The test will consist of three parts: a multiple-choice exam (linked to point number 3), a written exam (linked to point number 4), and an oral defense of a case study with prior preparation by the student (linked to point number 2). The different parts will account for 40%, 30%, and 30% of the final grade, respectively. The retake of the single evaluation will coincide with the retake of the continuous evaluation.

Special requirements:

- To pass the course, it is mandatory to pass the evaluation blocks 2, 3, and 4 mentioned above separately (or the three separate parts of the single evaluation exam).
- The teacher may take the attitude in class into account and let it affect the final grade.

Retake activities:

- Students will be entitled to the revaluation of the subject. They should present a minimum of activities that equal two-thirds of the total grade.
- Students can retake any part of the evaluation system they failed, except participation (in continuous evaluation).

AI usage and academic irregularities:

- For this course, the use of Artificial Intelligence (AI) technologies is permitted exclusively for the Final Project (as a supporting tool in the search for information, audiovisual editing, or text correction). Students must clearly identify any parts generated with these technologies, specify the tools used, and include a critical reflection on how AI has influenced the process and final outcome 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.
- Plagiarism: In the event that the student commits any irregularity that may lead to a significant variation in an evaluation act, that act will be graded as 0, regardless of any disciplinary process that may be initiated. In the event that several irregularities occur in the evaluation of the same subject, the final grade for this subject will be 0.
- 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

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PÉREZ-LATRE, Francisco J. (2017): *Marcas Humanas. Fundamentos de la publicidad en el siglo XXI*. UOC, Barcelona.

SUTHERLAND, Max (2020). *Advertising and the mind of the consumer: what works, what doesn't and why*. Routledge.

SOLANA, Daniel (2010): *Postpublicidad*. Double You, Barcelona.

WELLS, Mary (2003): *A Big Life in Advertising*, Simon & Schuster, New York.

Software

The course doesn't require 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	first semester	afternoon
(SEM) Seminars	51	Catalan	first semester	afternoon
(SEM) Seminars	52	Catalan	first semester	afternoon