

Degree programme	Type	Course
Advertising and Public Relations	OB	2

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Group languages

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

Prerequisites

The subject Advertising Creativity is the first subject specifically on creativity that we find in the curriculum of the degree. It is not defined, therefore, the need to have taken previous subjects before being able to access this one. However, and in line with the concept of accumulation of knowledge as subjects and courses of the degree are passed and that of lifelong learning, we do consider it relevant to mention that the subject works with knowledge in relation to the market, products and brands that students have previously acquired in the subject 103133 Marketing and Documentary Management. From a more practical point of view, it also recovers concepts introduced and worked on in the subjects 104894 Technologies and Persuasive Communication and 104895 Written, Oral and Audiovisual Expression of the first course in the part concerning the creation of advertising communication pieces. It also creates synergies with course 103134, "Strategies in Advertising and Public Relations," (second-year, one-year course).

Objectives

At a theoretical level (knowledge acquisition):

- To introduce students to the concept of creativity in general and advertising creativity in particular.
- To be aware of the importance of strategy in the development of advertising creativity.
- To know the main elements of advertising creativity.
- To understand and have the ability to apply the different steps of the idea generation process.

At a practical level (acquisition of competences and skills):

- Be able to put into practice processes and techniques to produce ideas.
- Stimulate productive thinking and the production of ideas focused on the resolution of communicative problems.
- Generate innovative and applicable creative ideas to respond to specific problems.
- Elaborate creative advertising pieces focused on objectives and targets.

- To put theoretical knowledge into practice.
- To enable students to make decisions, manage time, work in heterogeneous groups and to present and defend their ideas in public.
- Acquire a professional vocabulary and lexicon.
- To begin to forge criteria in the selection and evaluation of ideas.

Learning outcomes

- CM15 (Devising creative and persuasive messages that respond to the communication needs of advertising agencies without violating the democratic values or the fundamental rights of the public.) Devising creative and persuasive messages that respond to the communication needs of advertising agencies without violating the democratic values or the fundamental rights of the public.
- CM16 (Incorporate communication innovation and new social trends to update creative advertising and public relations strategies.) Incorporate communication innovation and new social trends to update creative advertising and public relations strategies.
- CM17 (Incorporate creativity as a tool for transforming values and behaviour in the service of general social welfare.) Incorporate creativity as a tool for transforming values and behaviour in the service of general social welfare.
- KM17 (Identify the four "P's" (person, process, place, product) in advertising creativity as the cornerstone of the theories that explain the creative phenomenon.) Identify the four "P's" (person, process, place, product) in advertising creativity as the cornerstone of the theories that explain the creative phenomenon.
- KM20 (List the stages and strategies of the creative process involved in the development of an advertising campaign, from conceptualisation and creative briefing to execution.) List the stages and strategies of the creative process involved in the development of an advertising campaign, from conceptualisation and creative briefing to execution.
- KM21 (Describe the relationship between the responsibilities of the creative department and those of the other departments in advertising agencies.) Describe the relationship between the responsibilities of the creative department and those of the other departments in advertising agencies.

Contents

1. Creativity and communicative environment
2. Creativity concept and the creative person
3. The advertising creation process: the advertiser's brief as a starting point for advertising creativity
4. Creative strategy and creative brief
5. The creative product. Communicative ideas and advertising campaigns
6. Bringing the idea to life: Creative styles and paths
7. Creative ideas evaluation

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Theoretical classes	15	0.6	CM15, CM16, CM17, KM17, KM20, KM21
Tutorials	10	0.4	CM15, CM16, CM17, KM20
Practical sessions and seminars	33	1.32	CM15, CM16, CM17, KM17,

			KM20, KM21
Final course project, readings, exercises, preparation of presentations, individual study.	84.5	3.38	CM15, CM16, CM17, KM20

Methodology

The approach of the course in relation to learning is interactive and includes several activities:

- Lectures (expository, case method)
- Practices related to theoretical concepts
- Readings
- Course project
- Presentations

Some of the sessions require the preparation of material before class and critical thinking during and after the session.

The main concepts of the course will be illustrated with cases and/or real examples with the main objective of learning the basic concepts related to advertising creativity.

The topics are organized sequentially, from the most generic topics (which act as a context) to the more specific ones. However, this organization may be altered due to unforeseen events that may force a change in the schedule.

The active participation of the students is essential for learning. Their participation is expected in the different sessions as well as their predisposition to share points of view and opinions and to debate on the cases/examples that are presented.

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 that the teaching team deems appropriate and necessary information for effective course monitoring. Should the teaching modality change for reasons of force majeure, the teaching staff will inform students of any modifications to the course schedule and teaching methodologies.

The course incorporates the ApS methodology into the course project.

Gender perspective and inclusive language

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
Creative profile project	10%	1	0.04	CM17, KM21
Exercises	20%	1.5	0.06	CM15, CM16, CM17, KM20, KM21
Theory exam	30%	2	0.08	CM16, CM17, KM17, KM20, KM21
Course project	40%	3	0.12	CM15, CM16, CM17, KM20

Continuous evaluation

The grade for the course will be obtained from the following concepts:

Theoretical exam: 30%

Course Project: 40%

Exercises (seminars): 20%

Project on advertising creatives: 10%

Requirements to pass the course

In order to be able to apply the percentages it is mandatory to pass the theoretical exam with a grade equal or higher than 5 and complete the activities that are part of the continuous assessment, as they are mandatory (Course project, exercises and project on advertising creatives).

The course is passed if, once the exam has been passed, a grade equal to or higher than 5 is obtained by applying the percentages.

Continuous evaluation reassessment

Re-evaluation activities will be carried out during the period established for this task in the academic calendar.

According to regulations, students will be entitled to the recovery of the subject if they have been evaluated of the set of activities, the weight of which is a minimum of 2/3 parts of the total grade of the subject.

Students who obtain a grade lower than 5 in the exam will have to take the reassignment exam in order to pass the course.

Not recoverable: The course project, given its importance, is not recoverable. Neither is the work related to creative and/or creative advertising. These projects involve work processes, from the point of view of information search, analysis, production and presentation, which cannot be carried out in the period established for re-evaluation activities.

Exercises are only recoverable if 1) they have not been done for justified reasons of force majeure (this does not include leisure trips, vacations, outings...), 2) if, once the requirement of passing the exam is fulfilled, when applying the percentages, the final grade of the course does not reach 5. In this case, the failed practicals can be recovered by doing exercises on the same subject of the practicals that did not reach the pass mark.

In cases of re-evaluation, the final grade will not exceed 6.9. (0-10 rating scale)

It is not contemplated the possibility of taking a recovery to raise the grade.

Single evaluation

This course provides for a single assessment system, which includes the following evaluable activities:

- Theoretical-practical exam: 50%
- Final project: 25%. The proposal must be presented orally (date to be determined by the teaching team and will be communicated to the student in due time).
- Biographical work on creative advertising people: 10%
- Documentary/practical work (in which the theoretical concepts of the course must be applied): 15%.

The details and content of each activity will be detailed to students who request this type of evaluation.

The request for a single evaluation constitutes a waiver of continuous evaluation.

Single evaluation reassessment

According to regulations, in order to participate in the re-evaluation process, students must have been previously evaluated in at least 2/3 of the total number of evaluable activities of the course.

Students who obtain a grade lower than 5 in the exam must take the reassessment exam.

In the single evaluation only the possibility of recovering the exam is contemplated. The other projects involve work processes, from the point of view of information search, analysis, production and presentation, which cannot be carried out in the period established for re-evaluation activities.

In cases of re-evaluation, the final grade will not exceed 6.9.

It is not contemplated the possibility of taking a re-evaluation to raise the grade.

Synthesis test

Starting with the second enrollment, the course assessment may consist of a synthesis exam that allows for the evaluation of the learning outcomes specified in the guide. In this case, the course grade will correspond to the grade on the synthesis exam. Details of the exam will be communicated in a timely manner to students who choose this assessment option.

Not evaluable (Continuous evaluation)

It will be considered that the course is not evaluable if any of the following assumptions are fulfilled:

- Failure to take the exam
- Failure to submit the Course Project
- Failure to complete the exercises and/or the project on the creative/creatives

Not evaluable (single evaluation)

The subject will be considered not evaluable if any of the following assumptions are fulfilled:

- Failure to submit all the assigned activities
- Failure to orally present the final Course Project
- Failure to take the exam

Not evaluable (Synthesis test)

- Don't perform the synthesis test

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.

Artificial Intelligence (AI)

For this subject, the use of Artificial Intelligence (AI) technologies is permitted exclusively for support tasks, such as bibliographic or information searches, text correction, translations or the use as a tool in order to improve your project or presentation (e.g. image generation, video). In any case, precise instructions in this regard will be given in each practice. Students must clearly identify any parts generated with these technologies, specify the tools used, and include a critical opinion 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.

Any student suspected of submitting work that includes AI generated content may be asked for preliminary work or other materials to evidence the student's original and unaided authorship. The student may also be asked to separately explain or support their work. AI identification methods may also be employed by the professors. After review, if it is determined by the instructor that submitted work likely contains AI generated content, the work may receive a zero and the student may be subject to further misconduct measures.

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.

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- www.periodicopublicidad.com
- www.puromarketing.com
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Software

This 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	second semester	afternoon
(PLAB) Practical laboratories	51	Catalan/Spanish	second semester	afternoon
(PLAB) Practical laboratories	52	Catalan	second semester	afternoon
(PLAB) Practical laboratories	53	Catalan	second semester	afternoon