

Degree programme	Type	Course
Advertising and Public Relations	FB	1

Contact lecturer

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Group languages

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

Prerequisites

It is recommended to follow-up-to date informatio on the media and the communication industries, particularly the advertising sector, mainly in Catalonia, Spain, Europe and USA.

Objectives

This course introduces students to the knowledge of the communicative and cultural industries and, more specifically, the media systems and the advertising industry, as well as the political, economic and social actors that model them with their behavior and strategies (regulatory bodies, communication groups, business and professional entities...).

In addition to describing the structural features of media systems, interpretation keys are provided on the reasons for their configuration, so that the historical, economic, political, social, cultural and technological framework in which they are developed is taken into account.

The focus is mainly on the Catalan and Spanish contexts, framing them in Western Europe and, particularly, in the Mediterranean countries, although the international and transnational spheres are also present.

The main objective of the subject is to develop a reflective attitude and the ability to critically analyze current events.

Learning outcomes

- KM01 (Identify the foundations of the theories, history, and structure of the communicative system in the field of Advertising and Public Relations.) Identify the foundations of the theories, history, and structure

of the communicative system in the field of Advertising and Public Relations.

- KM02 (Recognise the social, economic, cultural, and environmental implications of academic-professional activities in the field of persuasive communication.) Recognise the social, economic, cultural, and environmental implications of academic-professional activities in the field of persuasive communication.
- SM01 (Determine what is substantial and relevant in documents on communication theory, structure and history for professional projects and actions.) Determine what is substantial and relevant in documents on communication theory, structure and history for professional projects and actions.
- SM04 (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.) 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.

Contents

1. Conceptual approach. Media systems. Typology and characteristics.
2. Analysis of the actors that contribute to the structure of media systems: major technology corporations, media groups, business organizations, audience measurement bodies. The role of the State and independent regulators.
3. Analysis of media sectors: press; radio; from television to audiovisual; social networks, advertising. Overview and characteristics of the offer. New services and new media. Artificial Intelligence (AI). Transformations in content creation and management models, consumption, and business models.

Note: 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
personal study	80	3.2	KM01, KM02, SM01, SM04
seminars	15	0.6	KM01, KM02, SM01, SM04
tutorials	6	0.24	KM01, KM02, SM01, SM04
Evaluation	7	0.28	KM01, KM02
theory	33	1.32	KM01, KM02, SM01, SM04

Two thirds of the in-person teaching will be delivered with the full group, and one third in seminars with smaller groups.

The sessions with the whole group will mainly take the form of lectures, in which the contents will be explained and any doubts related to the readings that students must complete, as well as the work resulting from self-learning, will be clarified.

In the seminars, in-depth activities will be carried out, in some cases based on documents (news, academic texts, or others). Current issues will be shared and discussed, with the active participation of students, in order to update the syllabus and identify key elements regarding the evolution of media systems.

The design of the course will aim to incorporate a gender perspective in all possible aspects, from the content to the dynamics of work and student participation. Methodologies that promote gender equality and non-sexist attitudes will be used to facilitate participation in the classroom by both male and female students.

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: 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
Partial exam 1	30%	2	0.08	KM01, KM02
Seminar exercises	30%	3	0.12	KM01, KM02, SM01, SM04
Intervention at seminars	10%	2	0.08	KM01, KM02, SM01, SM04
Partial exam 2	30%	2	0.08	KM01, KM02

I.FIRST-ENROLMENT STUDENTS

Continuous assessment

The continuous assessment of the course consists of the following activities and weightings:

1. Two midterm exams (multiple-choice format) on the theoretical content: each accounts for 30% of the final grade. If passed, both exempt the corresponding content.
2. To pass the course, it is mandatory to pass (minimum grade: 5) both midterm exams (essential requirement). If one of the two midterm exams is not taken, the final grade will be "Not assessable".
3. One or several exercises related to the topics covered in the seminar, which will represent 30% of the grade. Attendance is compulsory for at least 80% of the sessions in order to be assessed.
4. Participation in seminars. Intervention and participation in seminars will be qualitatively assessed and will represent 10% of the final grade.

Resit

Students will have the right to a resit if they have been assessed on activities whose combined weight is at least two-thirds of the total course grade.

Both exams are resittable: there is no minimum grade required to take the resit, but it is essential to have sat the exam (the corresponding midterm or midterms). The resit will consist of a multiple-choice test.

If one of the two midterms is not passed, the final grade for the course will be the grade obtained in this exam (or the average if both are failed).

Assessment activities carried out in seminars are not resittable.

Single assessment

The single assessment of the course consists of the following activities and weightings:

Knowledge test: 50% - A theoretical test (multiple-choice) on the course's theoretical content. To pass the course, it is mandatory to pass this test (essential requirement).

Completion, submission and presentation of practical exercises: 30% - Submission of 2 practical exercises or communication challenges linked to current events and related to the course content covered in seminars.

Oral argumentation exercise: 20%.

NOTE: The knowledge control test, the presentation and delivery of work and the argumentation exercise will be carried out on the same day.

Opting for the single assessment implies the renunciation of continuous assessment.

Resit

The knowledge test or final theoretical exam is resittable. To take the resit, there is no minimum grade, but it is essential to have completed the test. The resit will consist of a multiple-choice test. If it is not passed, the course grade will be the grade obtained in this exam.

Practical exercises are not resittable.

II.STUDENTS FROM SECOND ENROLMENT ONWARDS

From the second enrolment onwards, students may choose between continuous assessment (described above) or assessment through a synthesis test consisting of a final exam (multiple-choice) with the option of a resit (no minimum grade required, but it is essential to have taken the final exam in order to be eligible for resit). The course grade will correspond to the grade obtained in the synthesis test. If the resit of the final exam is not passed, the final course grade will be the grade obtained in this exam (resit).

Students- from the second enrolment onwards- who do not explicitly communicate their chosen assessment method by email within the deadline announced at the beginning of the course will be considered to have opted for the synthesis test.

III.CALENDAR

The dates of assessment and resit activities will be announced on the day the course is presented. The information will also be posted on the Virtual Campus.

IV.Plagiarism

If a student commits any irregularity that may lead to a significant variation in the assessment of an activity, that activity will be graded with a 0, regardless of any disciplinary proceedings that may be initiated. If several irregularities occur in the assessment activities of the same course, the final grade for that course will be 0.

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

VI.IRREGULARITIES:

Any irregularity in an assessment activity (academic fraud, plagiarism or misuse of AI, unless explicitly authorised in the course guide) that may lead to a significant variation in the grade will result in that activity being graded with a 0. If the course guide stipulates that obtaining a minimum grade in this activity is an essential requirement to pass the course, or if several irregularities occur in the assessment activities of the same course, the final course grade will be 0. In addition, disciplinary proceedings may be initiated against the student.

VII. ACTION IN CASE OF SUSPECTED IRREGULARITIES (use of AI, etc.)

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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Flores-Vivar, Jesús Miguel & Aguado-Guadalupe, Guadalupe (2021). Análisis descriptivo exploratorio sobre modelos de negocio en los nuevos medios: estrategias y retos. *Correspondencias & Análisis*, 14, 9-27.

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HALLIN, Daniel i MANCINI, Paolo (2008) *Sistemas de medios comparados. Tres modelos de relación entre los medios de comunicación y la política*. Barcelona: Hacer.

Hari, Johann (2023). *El valor de la atención: Por qué nos la robaron y cómo recuperarla*. Ediciones Península.

IAB Spain (2025), Performance en TikTok: datos, tendencias y marcas líderes

<https://iabspain.es/estudio/informe-performance-en-tiktok-2025-datos-tendencias-y-marcas-lideres/>

IAB Spain (2025), Observatorio del consumo digital en España, abril 2025

<https://iabspain.es/estudio/observatorio-del-consumo-digital-en-espana-abril-2025/>

IAB Spain (2025), Estudio de Redes Sociales

<https://iabspain.es/estudio/estudio-de-redes-sociales-2025/>

IAB Spain (2023), Estudio de Audio digital

<https://iabspain.es/estudio/estudio-audio-digital-2023/>

McIntyre, Phillip (2023). *Entrepreneurship in the creative industries. How innovative agents, skills and networks interact*. Palgrave Macmillan. <https://doi.org/10.1007/978-3-031-19455-9>

Nafría, Ismael (2022). ¿ El mejor modelo de negocio para un medio? Posiblemente, la correcta combinación de suscripciones y publicidad. *Cuadernos de periodistas: revista de la Asociación de la Prensa de Madrid*, (44), 131-134.

Nafría, Ismael (2017). *La reinención de The New York Times: cómo la "dama gris" del periodismo se está*

adaptando (con éxito) a la era móvil. Centro Knight para el Periodismo en las Américas.

Pariser, Eli (2017). *El filtro burbuja: Cómo la web decide lo que leemos y lo que pensamos*. Taurus. PWC (2024) Entertainment and Media Outlook 2024-2028

<https://www.pwc.es/es/entretenimiento-medios/entertainment-media-outlook-espana-2024-2028.html>

PWC (2024) Principales conclusiones del Global Entertainment & Media Outlook 2023-2027

<https://www.pwc.es/es/entretenimiento-medios/entertainment-media-outlook-espana-2023-2027.html>

Reuters Institute (2025), Digital News Report

<https://reutersinstitute.politics.ox.ac.uk/es/digital-news-report/2025>

Rohn, Ulrike & Evens, Tom (Eds.) (2020). *Media management matters : challenges and opportunities for bridging theory and practice*. Routledge.

Runco, Mark A. (2023). *Creativity : research, development, and practice*. Academic Press.

Webs:

AIMC: <https://www.aimc.es/>

Barlovento Comunicación: <https://www.barloventocomunicacion.es/>

CAC: <https://www.cac.cat>

CNMC - Blog: <https://blog.cnmc.es/>

COMUNICACIÓ 21: <https://comunicacio21.cat/>

GECA: Informes <https://www.geca.es>

INFOADEX: <https://www.infoadex.es/es>

Webs corporativas de Grupos de Comunicación

Spain Audiovisual Hub. Informes sectoriales:

<https://spinaudiovisualhub.mineco.gob.es/es/spain-audiovisual-hub>

Durante el curso se sugerirán otras referencias bibliográficas complementarias y fuentes en línea para profundizar en los contenidos explicados y hacer un seguimiento de la actualidad del sector.

Software

There are no specific software requirements.

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	Spanish	first semester	afternoon
(SEM) Seminars	51	Spanish	first semester	afternoon

(SEM) Seminars	52	Spanish	first semester	afternoon
(SEM) Seminars	53	Spanish	first semester	afternoon