

Degree programme	Type	Course
Advertising and Public Relations	FB	1

Contact lecturer

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Teaching staff

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Group languages

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

Prerequisites

No specific knowledge is required other than that obtained after completing the Baccalaureate.

Objectives

The course is taken in the first year and belongs to the "Communication" training block.

From this subject the students will reach fundamental objectives of the Degree in

Advertising and Public Relations, which will allow them to be able to:

- To convey information, ideas, problems and solutions on the activity of Advertising and Public Relations.
- Gather and interpret relevant data from the activity of Advertising and Public Relations in order to be able to make judgments that provide a reflection on relevant issues of a social, scientific or ethical nature.
- To get to know the main figures in the history of Advertising, especially in Spain.

Learning outcomes

- CM01 (Assess the impact of stereotypes and gender roles, as well as the gender perspective, on professional projects and activities.) Assess the impact of stereotypes and gender roles, as well as the gender perspective, on professional projects and activities.
- 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

Topic 1. History of Communication. Industrial Period

Transport, electricity, the telephone. Advertisements. The birth of brands. The press as an advertising medium. The press agent (precursor to the advertising agent). The first advertising agencies.

Topic 2. History of Advertising. 20th Century (1)

Between the 1888 and 1929 Universal Exhibitions. Scientific advertising. Market research. The psychological and sociological study of the consumer. Different advertising formats in print media.

Topic 3. History of Advertising. 20th Century (2)

Radio as an advertising medium.

Topic 4. History of Advertising. 20th Century (3)

Television as an advertising medium. The contribution of television to the creation of consumer society. Spanish economic developmentalism. Media distribution and audience measurement studies: OJD, EGM.

Topic 5. History of Advertising. 20th Century (4)

The General Advertising Law of 1988. Changes in the advertising system following the emergence of private television channels. The power of the audience meter. The crisis of print media with the rise of digital media and new media platforms.

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Individual study, readings, exercises	82.5	3.3	KM01, KM02
Individual study, readings, exercises	7.5	0.3	CM01, KM01, KM02, SM01, SM04
Master class, practicals and seminars	52.5	2.1	KM01, KM02, SM01

Learning is based on case studies and case studies. Collaborative work and the capacity for critical analysis and reflection are encouraged.

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

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
Supervised and directed practical work	50%	3.5	0.14	CM01, KM01, KM02, SM01, SM04
Participation in class and justified self-evaluation	10%	2	0.08	CM01, SM04
Examination	40%	2	0.08	KM01, KM02

Continuous assessment

-Contemporary and supervised practical work: 50% mark (recoverable).

-Exam: 40% note (recoverable).

-Participation in class and justified self-assessment: 10% mark

To pass the subject, the average grade will be between the 3 parts.

The proposed teaching methodology and evaluation may undergo some modification depending on the participation rate of the students in the theoretical classes.

Continuous assessment activities

Students will have the right to retake the subject if they have been evaluated of the set of activities, the weight of which is equivalent to a minimum of 2/3 parts of the total grade of the subject.

The last three weeks of the course will be dedicated to recovery activities, to which students who meet the following condition may be eligible: that they have obtained a grade between 3 and 4.9 in the final average mark. In no case may you opt for the recovery to raise note.

The characteristics of this recovery test will be communicated on time.

Single assessment

In a single day that will be indicated in time at the beginning of the course, the students who attend this evaluation modality must:

1. Take a theoretical exam, the value of which will be 50% of the final grade.
2. Carry out two practical exercises, whose joint value will be 30% of the final grade.
3. Present the reviews of two monographs selected by the teaching staff of the bibliography of the subject. The value of the two recensions will be 20% of the final grade.

To pass the course, students must obtain an average grade of no less than 5 on the three assessment items. Otherwise, any of the individual assessment activities may be retaken.

Single-Assessment Resit Activities

Students must complete the same activities as those required for the single assessment. The weighting of each activity will be the same as that established for the single assessment.

Criteria to Be Considered Not Assessable

Students who have not completed at least 33% of the assessment activities scheduled for the course will be considered as 'not assessable' and this will be reflected in the final grade.

Plagiarism

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

Artificial Intelligence

In this course, the use of Artificial Intelligence (AI) technologies is permitted as an integral part of assignment development, provided that the final outcome demonstrates a significant contribution from the student in terms of analysis and personal reflection. Students must clearly identify any content generated using AI, specify the tools employed, and include a critical reflection on how these technologies have influenced both the process and the final result 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.

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.

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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Bassat, Luis (2008): Confesiones personales de un publicitario, Barcelona, Crítica.

Checa Godoy, Antonio (2007): Historia de la Publicidad, Oleiros (La Coruña), Netbiblo.

Eguizabal, Raúl (1998): Historia de la Publicidad, Madrid, Eresma & Celeste Ediciones.

Lorente, Joaquín (1986): Casi todo lo que sé de publicidad, Barcelona, Folio, 1986.

Montero, Mercedes; Rodríguez, Natalia y Verdera, Francisco (2010): Historia de la Publicidad y de las Relaciones Públicas en España (volumen I). De la nada al consumo. Desde los orígenes hasta 1960, Sevilla-Zamora, Comunicación Social.

Montero, Mercedes; Rodríguez, Natalia; Rodríguez Virgili, J. y Del Río, J. (2010): Historia de la Publicidad y de las Relaciones Públicas en España (volumen II) (1960-2000). La edad de oro de la comunicación comercial, Sevilla- Zamora, Comunicación Social.

Perceval, José María (2015): Historia mundial de la comunicación, Madrid, Cátedra.

Prat Gaballí, Pedro (1917): Una nueva técnica. La publicidad científica, Barcelona, Cámara de Comercio y Navegación de Barcelona.

Segarra, Toni (2009): Desde el otro lado del escaparate, Madrid, Espasa Calpe.

Serra, Carolina (2021): Història de la Publicitat de Catalunya, Barcelona, Trípodos.

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	first semester	afternoon
(SEM) Seminars	51	Catalan	first semester	afternoon
(SEM) Seminars	52	Catalan	first semester	afternoon