

25335 - Elements of advertising and public relations

Syllabus Information

Academic year: 2023/24

Subject: 25335 - Elements of advertising and public relations

Faculty / School: 103 - Facultad de Filosofía y Letras

Degree: 272 - Degree in Journalism

ECTS: 6.0

Year: 4

Semester: Second Four-month period

Subject type: Compulsory

Module:

1. General information

Brief historical description of the advertising phenomenon and its constant advances in the economic and social context. Study of cases with the different elements that make up advertising communication. Students will form teams to work an advertising campaign with spot creation, which will be assessed as final practice. The first two introductory blocks and the theoretical are the necessary preamble to understand advertising communication in the institutional, media and business framework and in connection with Public Relations. They are adapted to the profile of the commercial communication professional and public relations.

The subject is aligned with Sustainable Development Goals 5 and 16 of the United Nations Agenda 2030 (<https://www.un.org/sustainabledevelopment/es/>).

2. Learning results

The learning results derive directly from the acquisition of the following competencies:

- Understand a knowledge base of the actors of the advertising process, the phases of realization of an advertising campaign, as well as the concept, function and models of Public Relations, with indicators: Apply the fundamentals of advertising and public relations to analyze the advertising message and recognize its effects in specific cases.
- Comprehend a knowledge base relating to communication tools and processes in companies and institutions in order to develop analytical and reasoning skills on the nature and functions of corporate communication documentation, with indicators: Apply procedural knowledge to analysis of internal communication documents and external communication modalities.

3. Syllabus

1. History of advertising
2. The advertising communication process. Subjects of the process
 - 2.1- The advertiser
 - 2.2- The agency
 - 2.3- The media
 - 2.4- The public
3. Ethical and legal framework
4. The advertising campaign.
5. The creation of the spot.
6. Advertising Communication and Public Relations. Principles of Public Relations.

4. Academic activities

1. Exhibitory-participative sessions, where the history of advertising, the elements that make up advertising communication, its interrelationships, agents, strategies and types of advertising, supports, media and formats are dealt with.

2. Case analysis: advertising communications in different supports, media and formats.
3. Creation of an advertising campaign with the production of an advertising spot in digital format. Each phase applies the quality guidelines they are familiar with. At the end of the spot, they evaluate both their work and the work done by their teammates . Didactic sequence that ends with self-evaluation and inter-evaluation, for conclusions that feed back the creative production.

5. Assessment system

First Call.

Continuous assessment.

Test 1. Case analysis. Value: 20%. Criteria: the analysis of the main advertising events and trends throughout history and the importance of the logo as a corporate identity are assessed.

Test 2. Analysis of a campaign and creation of an advertising communication. Value: 40%. Criteria: the coherence and cohesion in the analysis of the agents involved are valued.

Test 3. **Written test** . Value: 40%. Criteria: knowledge of the advertising environment and the context of public relations, understanding of a campaign and creative production.

Global Evaluation.

Development questions on the contents and presentation of the analysis of a campaign.

Criteria: knowledge of the advertising context and the public relations environment is assessed. The capacity of to transmit the information in a clear way is valued.

Second Call

Global evaluation test identical to the first one.