COURSE DESCRIPTION

ADVERTISING MANAGEMENT
2018-2019
COURSE 3º SEMESTER 2
DEGREE (S) MARKETING AND SALES MANAGEMENT
MODALITY ON CAMPUS
ACADEMIC YEAR 2018/2019
SCHOOL OF BUSINESS & ECONOMICS
1. COURSE/SUBJECT IDENTIFICATION

1.- COURSE/SUBJECT:

<table>
<thead>
<tr>
<th>Name: Advertising Management</th>
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<tbody>
<tr>
<td>Code: c309</td>
</tr>
<tr>
<td>Year (s) course is taught: 3º</td>
</tr>
<tr>
<td>Type: Compulsory subject</td>
</tr>
<tr>
<td>Language: English</td>
</tr>
<tr>
<td>Degree (s) in which the course is taught: Marketing and Sales Management</td>
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<tr>
<td>School which the course is taught: School of Business &amp; Economics</td>
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2.- ORGANIZATION OF THE COURSE:

<table>
<thead>
<tr>
<th>Department: Business Economics</th>
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<tbody>
<tr>
<td>Area of knowledge: Marketing and Market Research</td>
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2. LECTURERS OF THE COURSE/SUBJECT

1.-LECTURERS:

<table>
<thead>
<tr>
<th>Responsible of the Course</th>
<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>Manuela Saco Vázquez</td>
</tr>
<tr>
<td>Phone (ext):</td>
<td>15486</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:sacvaz@ceu.es">sacvaz@ceu.es</a></td>
</tr>
<tr>
<td>Office:</td>
<td>1.15B</td>
</tr>
</tbody>
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2.- TUTORIALS:

For any queries students can contact lecturers by e-mail, phone or visiting their office during the teacher’s tutorial times published on the students’ Virtual Campus.
3. COURSE DESCRIPTION

The objective of the subject is to deepen in one of the main instruments of the marketing mix: Advertising, through the study of its evolution, legislation, and the structure of the advertising agency. It also covers the planning of the advertising campaign for the creation of advertising, preparation of the briefing, media plan, advertising budget, and control of advertising effectiveness.

4. COMPETENCIES

1.- COMPETENCIES

<table>
<thead>
<tr>
<th>Basic and General Competencies</th>
<th>Specific Competencies</th>
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<tbody>
<tr>
<td>CB1, CB2, CB3, CG1</td>
<td>CE4, CE9</td>
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2.- LEARNING OUTCOMES:

Learning outcomes

Mastering the instruments for the implementation of a communication policy in the company.

Know how to use the latest advertising techniques in mass media.

5. LEARNING ACTIVITIES

1.- DISTRIBUTION OF STUDENTS' ASSIGNMENT:

<table>
<thead>
<tr>
<th>Total hours of the course</th>
<th>180</th>
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</thead>
</table>
### 6. ASSESSMENT OF LEARNING

1.- CLASS ATTENDANCE:

- In order to be eligible for examination by continuous assessment students must attend at least 75% of scheduled class time (attendance sheets will be used). As students may be absent 25% of the classes, no attenuating circumstances will be accepted for absences.

2.- ASSESSMENT SYSTEM AND CRITERIA:

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>SE2</td>
<td>Written multiple-choice or objective test examination</td>
<td>10%</td>
</tr>
<tr>
<td>SE3</td>
<td>Written exam – essay type questions</td>
<td>20%</td>
</tr>
<tr>
<td>SE4</td>
<td>Written exam – exercises, problems, case studies or similar</td>
<td>10%</td>
</tr>
<tr>
<td>SE6</td>
<td>Individual papers</td>
<td>10%</td>
</tr>
<tr>
<td>SE7</td>
<td>Team work</td>
<td>40%</td>
</tr>
<tr>
<td>SE12</td>
<td>Presentations and expositions</td>
<td>10%</td>
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# 7. COURSE PROGRAMME

## THEORETICAL:

### SUBJECT 1. HISTORY OF ADVERTISING
1. **Concept of advertising**
2. **History of advertising**
   - 1.2.1 Greece
   - 1.2.2 Rome
   - 1.2.3 Middle Ages
   - 1.2.4 Birth of the printing press
   - 1.2.5 Birth of modern advertising
   - 1.2.6 Advertising and business

### SUBJECT 2. ADVERTISING LEGISLATION
2. **Framework for Advertising Regulation**
   - 2.1.1 The General Advertising Law
   - 2.1.2 Specific Advertising Law
   - 2.1.3 European Law
   - 2.1.4 The Audiovisual Communication Law
   - 2.1.5 Regulation on the Internet
   - 2.2 Advertising Self-Regulation Organizations

### SUBJECT 3. COMMUNICATION RECEIVER
3. **Behaviour of the receiver**
4. **Attitude and Motivation**
   - 3.2.1 Learning Models
     - 3.2.1.1 AIDA Model
     - 3.2.1.2 Model Lavidge and Steiner
     - 3.2.1.3 Model of Adoption
     - 3.2.1.4 Model DAGMAR
     - 3.2.2 Minimum Involvement Scheme
     - 3.2.3 Affective Scheme

### SUBJECT 4. THE ADVERTISING AGENCY
4. **History**
   - 4.1.1 Media planning
   - 4.2 Organizational Chart of the Advertising Agency
   - 4.3 Criteria for choosing the Advertising Agency
   - 4.4 Remuneration of the Advertising Agency

### SUBJECT 5. BRIEFING
5. **Brief Concept and Objectives**
6. **The Briefing**
7. **The advertising campaign**

### SUBJECT 6. ADVERTISING CREATIVITY
6. **What is creativity?**
7. **Advertising creativity**
8. **Creativity Techniques**
   - 6.3.1 Associative technique
6.3.2 Analogue technique
6.3.3 Combinatorial technique

SUBJECT 7. AD
7.1 The text
7.2 Layout: Layout

SUBJECT 8. THE MEDIA AND THEIR RESEARCH
8.1 Press
8.2 Audiovisual Media
8.2 Outdoor Advertising
8.3 Internet
8.4 Advertising Research
8.4.1 Socioeconomic research
8.4.2 Message research
8.4.3 Media research

SUBJECT 9. CONCEPTS FOR THE ELABORATION OF THE MEDIA PLAN
9.1 Media planning
9.2 Elaboration of the media plan

SUBJECT 10. THE ADVERTISING BUDGET
10.1 Elaboration of the advertising budget
10.2 Advertising budget requirements
10.3 Templates for optimizing ad budget

SUBJECT 11. CONTROL OF ADVERTISING EFFECTIVENESS
11.1 Concept of advertising effectiveness
11.2 Advertising Effectiveness Measurement Criteria
11.3 Advertising post-test
11.4 Advertising pre-test

PRACTICAL WORK PROGRAMME:
Case studies

8. RECOMMENDED READING

1. ESSENTIAL BIBLIOGRAPHY:

Kellogg on Advertising & Media: The Kellogg School of Management, Bobby J. Calder, Philip Kotler, 2008

Buyology: How Everything We Believe About Why We Buy is Wrong, Martin Lindstrom, 2009.


2. ADDITIONAL BIBLIOGRAPHY:

4.- WEB RESOURCES:

Advertising Research Foundation (ARF): http://www.arfsite.org
http://www.adweek.com/
http://adage.com/
http://creativity-online.com/
http://www.aeap.org
http://www.aap.org

9. ATTITUDE IN THE CLASSROOM

1.- REGULATIONS

Any irregular act of academic integrity (no reference to cited sources, plagiarism of work or inappropriate use of prohibited information during examinations) or signing the attendance sheet for fellow students not present in class will result in the student not being eligible for continuous assessment and possibly being penalized according to the University regulations.