COURSE DESCRIPTION

COURSE/SUBJECT: BASICS OF ADVERTISING
YEAR 2 | SEMESTRAL COURSE
SEMESTER: 1ST OR 2ND
DEGREE: JOURNALISM
MODALITY: ON-CAMPUS
ACADEMIC YEAR 2017/2018
FACULTY OF HUMANITIES AND COMMUNICATION SCIENCES
1. COURSE/SUBJECT IDENTIFICATION

1.- COURSE/SUBJECT:

<table>
<thead>
<tr>
<th>Name: Basics of Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td>Code:</td>
</tr>
<tr>
<td>Year (s) course is taught:</td>
</tr>
<tr>
<td>Semester (s) when the course is taught:</td>
</tr>
<tr>
<td>Type: Compulsory Subject</td>
</tr>
<tr>
<td>ECTS of the course:</td>
</tr>
<tr>
<td>Hours ECTS:</td>
</tr>
<tr>
<td>Language: English</td>
</tr>
<tr>
<td>Modality: On-campus</td>
</tr>
<tr>
<td>Degree (s) in which the course is taught:</td>
</tr>
<tr>
<td>School which the course is taught:</td>
</tr>
</tbody>
</table>

2.- ORGANIZATION OF THE COURSE:

| Department: Audiovisual Communication and Advertising |
| Area of knowledge: Audiovisual Communication and Advertising |

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>Dr. María Valverde Ramos</td>
</tr>
<tr>
<td>Phone (ext):</td>
<td>91 456 42 00 ext.4270</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:mvalverde@ceu.es">mvalverde@ceu.es</a></td>
</tr>
<tr>
<td>Office:</td>
<td>4</td>
</tr>
<tr>
<td>Teaching and Research profile</td>
<td>PhD by CEU San Pablo University</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturer(s)</th>
<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>Dr. Juan E. Gonzálvez Valles</td>
</tr>
<tr>
<td>Phone (ext):</td>
<td>914564200 Ext. 4274</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:juanenrique.gonzalvezvalles@ceu.es">juanenrique.gonzalvezvalles@ceu.es</a></td>
</tr>
<tr>
<td>Office:</td>
<td>14</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturer(s)</th>
<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>Olga Kolotouchkina</td>
</tr>
<tr>
<td>Phone (ext):</td>
<td>914564200 Ext. 4289</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:olga.kolotouchkina@ceu.es">olga.kolotouchkina@ceu.es</a></td>
</tr>
<tr>
<td>Office:</td>
<td>11, Chalét Vasco</td>
</tr>
</tbody>
</table>
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

Basics of Advertising is a general introductory subject to the theory and structure of the advertising industry. Advertising plays an important role in our society, not only in economic and commercial terms, but also sociologically and, in particular, in the field of communication. Its study and analysis will be approached from these perspectives, developing a theoretical and practical introduction to the publicity, and its organizational structures. In short, the subject will provide the student at the beginning of the Degree with a vision of the whole of the advertising activity and will take a first step in his foray into the professional organization.

4. COMPETENCIES

1.- COMPETENCIES

<table>
<thead>
<tr>
<th>Code</th>
<th>Basic and General Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>BS1</td>
<td>Students should have demonstrated that they have gained knowledge of and understand an area of study that starts from the base of general secondary education, and is usually seen as a level that, even though based on advanced text books, it also includes certain aspects that imply knowledge derived from the vanguard of their field of study.</td>
</tr>
<tr>
<td>BS2</td>
<td>Students should know how to apply their knowledge to their work or vocation in a professional manner and should have the skills that are usually demonstrated by compiling and defending arguments and resolving problems within their area of study.</td>
</tr>
<tr>
<td>BS3</td>
<td>Students should have the capacity to collect and interpret relevant data (normally within their area of study) to give opinions that include reflection on relevant topics of a social, scientific or ethical nature.</td>
</tr>
</tbody>
</table>
### Code | Specific Competencies
--- | ---
SC7 | Understanding Social Communication as a field of academic analysis and reflection as opposed to its everyday, uncritical use.
SC8 | Capacity to understand the fundamental concepts and elements in studies about communication and the basic characteristics of the communicative process.
SC9 | Knowing how to differentiate between the different perspectives from which communication has been researched and the effects attributed to it.
SC10 | Knowing how to differentiate between the different forms of communication and its functions while critically analysing the place of information and journalism in present-day society as well as the determining factors to which it is subject.
SC11 | Understanding the structure of digital media, new trends and the elements of digital narration or non-linear writing.
SC12 | Locating, ordering, classifying and analysing the pertinent sources of information in each case.
SC13 | Understanding the basic principles of advertising and strategic communication.
SC14 | Capacity to analyse the communicative intention of messages.

### 2.- LEARNING OUTCOMES:

<table>
<thead>
<tr>
<th>Code</th>
<th>Learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Know the fundamentals of marketing, their relationship with advertising and understand the concept of brand, develop the ability and ability to develop research projects and analysis related to brands.</td>
</tr>
<tr>
<td></td>
<td>Understand the strategic role of the media in the advertising and communication process and its relationship with advertising.</td>
</tr>
<tr>
<td></td>
<td>Know how to think strategically, to foster the capacity and ability to carry out projects with a strategic vision to develop a critical capacity to analyse the role of communication in companies, institutions and NGOs.</td>
</tr>
<tr>
<td></td>
<td>To be able to strategically solve communication problems. Know how to analyse the contemporary trends of communication.</td>
</tr>
<tr>
<td></td>
<td>Initiate, develop and execute a communication strategy. Know how to think critically about your own practice.</td>
</tr>
<tr>
<td></td>
<td>Acquire a proactive attitude</td>
</tr>
</tbody>
</table>

### 5. LEARNING ACTIVITIES

#### 1.- DISTRIBUTION OF STUDENTS` ASSIGNMENT:

| Total hours of the course | 180 |
2.- DESCRIPTION OF LEARNING ACTIVITIES:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA2 Seminar</td>
<td>Educational activity that strengthens the participation of students in the reasoned interpretation of the knowledge and the sources of the area of study. It is aimed preferably at the skill of applying knowledge (skill 2 MECES), and the capacity to collect, interpret and give opinion on relevant data and information (skill 3 MECES). It is representative of areas or activities of a mixed profile, theoretical and practical.</td>
</tr>
<tr>
<td>LA7 Self-Student Work</td>
<td>Educational activity in which students independently manage their own learning by virtue of study of educational material.</td>
</tr>
</tbody>
</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:

**ORDINARY EXAMINATION (continuous assessment)**

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS2</td>
<td>EX – Written Exam</td>
<td>40%</td>
</tr>
<tr>
<td>AS4</td>
<td>PR – Assessment of Practical Activities and Simulations</td>
<td>60%</td>
</tr>
</tbody>
</table>

**RE-TAKE EXAM/EXTRAORDINARY EXAMINATION**

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS2</td>
<td>EX – Written Exam</td>
<td>100%</td>
</tr>
</tbody>
</table>

3.- DESCRIPTION OF ASSESSMENT CRITERIA:
# 7. COURSE PROGRAMME

### 1.- COURSE PROGRAMME:

**THEORETICAL PROGRAM:**

**INTRODUCTION TO ADVERTISING COMMUNICATION**
- UNIT 1. Basic concepts and nature of advertising communication
- UNIT 2. History of advertising communication
- UNIT 3. Sociology of advertising communication

**APPROACH TO ADVERTISING COMMUNICATION AGENTS**
- UNIT 4. Advertiser
- UNIT 5. The advertising agency
- UNIT 6. The media
- UNIT 7. The target audience

**THE ADVERTISING PROCESS**
- UNIT 8. The briefing
- UNIT 9. The advertising campaign
- UNIT 10. The content strategy
- UNIT 11 Creative strategy
- UNIT 12. The media strategy

**THE DICTIONARY OF ADVERTISING** (transversal theme of the subject and therefore subject of examination throughout the course).

**PRACTICE PROGRAM:**

- Election of a Lion of Cannes campaign or Test of Current Advertising (10% of the internship grade)
- Historical advertising analysis (10% of the internship grade)
- Creation of the credentials of an agency (10% of the internship grade)
- Preparation of a briefing (15% of the internship note)
- Development of an advertising campaign (15% of the internship note)
Errors corresponding to misspellings will be penalized according to the following criteria:
- A lack of spelling is one less point in the total note of the exercise performed.
- Two spelling mistakes are penalized with three points less.
- Three spelling mistakes suppose the suspension of this exercise, regardless of its qualification in terms of contents.
- Each lack of accent will be reduced by 0.25 of the total score.

ASSISTANCE TO ACTIVITIES:
Attendance at days organized by the Faculty, specific to the degree or linked to a subject, is considered of great interest for the training of students and the acquisition of skills. Therefore, accredited assistance to these activities may be recognized by the teacher as part of teaching imparted.

8. RECOMMENDED READING

1.- ESSENTIAL BIBLIOGRAPHY:

LARUEZA, Ferrán (2011). Sistemas y Procesos en las RR.PP. Barcelona: UOC

2.- ADDITIONAL BIBLIOGRAPHY:

CEREZO Gilarranz, Julio; La publicidad en la era digital. Colección: Cuadernos de comunicación Evoca Asesor Editorial: Pepe Cerezo
RODRÍGUEZ ARDURA I. (Coordinadora) (2007)“Estrategias y técnicas de comunicación : una visión integrada en el marketing” Barcelona : UOC.os

4.- WEB RESOURCES :

Recursos Biblioteca CEU-USP para Humanidades y Ciencias de la Comunicación
http://www.bibliotecaceu.es/e-recursos/humanidades
http://www.adage.com/century (selección de la mejor publicidad del siglo)
http://www.aedemo.es (Asociación Española de Estudios de Marketing)
http://www.agep.es (Asociación de Agencias españolas de publicidad)
http://www.aimc.es (Asociación de investigación de medios de comunicación)
http://www.autocontrol.es (Asociación Autocontrol de la publicidad)
http://www.clubdecreativos.com (Club de creativos)
http://www.elpublicista.es (Revista de actualidad del sector)
http://www.iabspain.net/ (Interactive Advertising Bureau)
http://www.infoadex.es (Consultora de audiencias)
http://www.ipmark.es (Revista de actualidad del sector)
http://www.marketingnews.es (Revista de actualidad del sector)
(Portal de la Documentación Publicitaria (Pubdociocnet)
http://www.publicidad.com (Webzine con información y actualidad del sector)
http://www.publitv.com (Página web con spots)
http://www.ucm.es/BUCM/revistasBUC (Revista Pensar la Publicidad)

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.