

Syllabus

- **Course:** Advertising Communication
 - **Credits:** 6 ECTS
 - **Program:** Administración y Dirección de Empresas
 - **Module:** Elective
 - **Subject:** Marketing
 - **Code:** 802901
 - **Abbreviation:** MA12
 - **Subject Coordinator:** Paulo Sartorato
 - **Academic year:** 2023-2024
 - **Semester:** February, Spring term
 - **Campus:** Barcelona
 - **Last review:** 31/01/2023
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01 Faculty

01.1 Subject coordinator

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02 Introduction

02.1 Description

Advertising affects virtually every product category. You would be hard pressed to find a computer, book, toothpaste, shampoo, spaghetti sauce, or jar of mayonnaise that has not been marketed to you. So, in this course we will dig into the process of advertising, going from creativity principles, to its applications in different media platforms, as well as exploring the importance of creativity implementation combined with the Budget needs and effectiveness control.

02.2 Professional field application

- Knowledge for entry-level positions in advertising or related field.
- Applications of concepts to media planning projects.
- Application of concepts to develop copywriting or account planner manager in communication department or advertising agencies.

03 Competencies

03.1 Subject Competencies

Specific Competencies

CCPU-1	Be able to communicate the company business offer to current and potential consumers.
CCPU-2	Integrate communication and advertising in the marketing plan of the company.
CCPU-3	To know how to identify the consumer motivations in order to influence them.

Generic competencies

CCPU-4 Team working
CCPU-5 Expand a third language: English

04 Program

- Introduction to IMC and Promotional Mix
- Advertising Essentials
- Creativity importance when designing and selling messages
- Fact Finding: advertising research
- Creative Briefing: a roadmap to creative teams
- Message techniques
- Copywriting
- Approach to executional frameworks
- Advertising across media and media planning
- Advertising Budget setting and allocation
- Evaluating effectiveness
- Application of Corporate Social Responsibility in the business management to ensure a better sustainable community and continuity in the awareness of its importance.

05 Teaching methodologies

Considering the theoretical and practical subject characteristics and the student profile, teaching praxis has been articulated around three methodologies from EAE's Life-ED Methodology:

- ME1.** Interactive class presentations
- ME3.** Autonomous learning
- ME4.** Case studies, exercises, problem-based learning
- ME7.** Assessment and team working collaboration

06 Learning activities

Learning activity	Hours	Face to face
AF1. Interactive content exposition and discussion in class	24	100%
AF2. Problem resolutions, case studies and exercises with the student participation	24	100%
AF4. Autonomous work, Reading and preparation for class	46	0%
AF5. Development of exercises, and case studies	25	0%
AF6. Problem resolution	25	0%
AF13. Written and oral evaluations	6	100%

07 Assessment

Evaluation Items $0.4 \cdot EV1 + 0.2 \cdot EV2 + 0.4 \cdot EV3$	Specific assessed competencies	Weight
EV1. Final written exam of all subject matter	CCPU-1], [CCPU-2], [CCPU-3], CCPU-4], [CCPU-5]	40%
EV2. Control of midterm written test	CCPU-1], [CCPU-2], [CCPU-3], CCPU-4], [CCPU-5]	20%
EV3. Exercises, problems, reports development, assignments - Exercises and problems	CCPU-1], [CCPU-2], [CCPU-3], CCPU-4], [CCPU-5]	40%

"The maximum grade that students will be able to obtain in the revaluation tests [...] shall be 5,0. In addition, "the grade of the revaluation tests shall in any case constitute the final grade of the subject". Thus, **only students who, having completed the midterm exam, the final exam and having carried out 100% of the continuous evaluation activities of the subject**, and have suspended (final grade of the subject below 5) will be entitled to the revaluation examination.

One time assessment: The one time assessment consists of an exam that is equivalent to 100% of the grade of the subject. The exam, and therefore the course, is passed with a grade of 5 out of 10 in this final exam. In order to take one time assessment it is necessary to send a written request to the professor during the first 15 working days of the course.

08 Learning resources

Subjects	Resources	Type
Topics	Handouts, theory notes and short cases and exercises	In class and at the Blackboard

09 Code of Academic Conduct

The section 27.2 of the Universal Declaration of Human Rights stipulates that everyone has the right to the protection of the moral and material interests resulting from any scientific, literary or artistic production of which he is the author.

Thus, the moral and patrimonial rights of the authors of literary, musical, artistic, scientific and academic creations, whether they have been published or not, are protected by means of different national and international regulations. In the case of Spain, the Legislative Royal Decree 1/1996, of April the 12th, approved the consolidated version of the Law of Intellectual Property, regularizing, clarifying and harmonizing the legal provisions for the time being in force on this matter.

In this respect, special attention must be given to previously obtaining the corresponding authorization from the owner of the copyrights of any material, particularly before its distribution to the students and by means of the virtual campus. EAE Barcelona takes no responsibility for the non-compliance with this rule on the part of the users, either members of the teaching community or students.

The following materials that can be duplicated without the requirement of previous authorization:

- Laws and regulations.
- Court decisions.
- Acts, agreements, deliberations and decisions from public bodies.
- Any material distributed under the Creative Commons license, whenever its author and credits are mentioned.
- Any material published under the ISBN of EAE Barcelona or EAE Madrid.
- Any material, whose rights belong to EAE Barcelona or EAE Madrid.
- Any work that is in the public domain.

Furthermore, the quotation right is the inclusion of extracts from protected documents or materials, in this particular case, elaborated by the members of the teaching community- with the exception of textbooks and university handbooks- when such extracts are used to accompany educational activities.

The excerpts that can be used on the basis of the quotation right must fulfil the following requirements

- They must be previously published works.
- The source and author must be mentioned, whenever it is possible.
- They must deal exclusively with the teaching field.
- The inclusion of the excerpt must necessarily come with an analysis or explanation of it.

Concerning the material elaborated by the professors, in case it has been previously published, the agreements with the magazine or publication where it appeared must be considered.

As is apparent from the preceding paragraphs, plagiarism is a fraudulent activity that may result in serious sanctions, both of academic and legal nature. Academic honesty is one of the pillars on which the School's commitment to education is based, and the members of its teaching community are particularly conscious and prepared to perceive this kind of actions. Keeping in mind the difficulty that arises when trying to conceptualize plagiarism, it has been considered appropriate to delimitate clearly its contents and significance in these regulations and policies.

Plagiarism is understood as the appropriation of someone else's works, pretending that they are one's own; that is to say, without explicitly confirming its source. Plagiarism can consist on the complete or partial unauthorized copy of someone else's work, or the presentation of a copy as an original own work, impersonating the true author. Some examples of plagiarism are:

- Presenting someone else's work as one's own, regardless of whether the copy is complete or partial.
- Paraphrasing a text using different words, with small changes in the language, without quoting the source in order to feign.
- Purchasing or obtaining a work and presenting it as one's own.
- Using someone else's ideas or sentences as the basis to write a work without quoting its author.

In line with the section 10 of the Academic Code of Conduct of Students of EAE Barcelona, without prejudice to the academic sanctions resulting from its application, the Academic Commission will promote the pertinent legal actions if the plagiarism violates the applicable regulation in matters of intellectual property.

10 Bibliography

10.1 Basic Bibliography

Advertising & IMC, Moriarty, Mitchell, Wells & Wood, 11th Edition, Pearson, 2021.

10.2 Complementary Bibliography

Fezchenko LG. Visual research in advertising communication. INFORMATION AGE (ONLINE MEDIA) Учредители: Никонов Сергей Борисович (St. Petersburg). 2021 Feb;5(1):1-1.

Polyakov VA, Fomicheva IV, Efremova NE, Medvedeva TV. 11 Strategies of Advertising Communication in the Global Economy. Strategies for the Global Economic System for 2030. 2021 Jul 19;6:97.

You should get in the habit of making periodic visits to the web sites of the main trade publications for the strategic communications industries and related associations, agencies and institutions, also blogs. Some of those are:

<http://www.adage.com/>(Advertising Age)

<http://www.adweek.com/>(Adweek)

<http://www.chiefmarketer.com/promotional-marketing/>(Promo magazine – sales promotion and event marketing)

<http://www.directmagazine.com/>(Direct magazine – direct response)

Promomarketing (News, Magazine and events).

<http://www.prweekus.com/>(PR Week – public relations)

<http://www.agenciasaeacp.es/home/home.asp> (Asociación española de agencias de comunicación publicitaria)

<http://www.iabspain.net/> (Interactive advertising bureau – Spain)

<http://la-publi.blogspot.com.es/>

<http://www.anuncios.com/>

<http://www.periodicopublicidad.com/>

<http://www.campaignlive.co.uk/>

<http://www.brandrepublic.com/>

<http://www.warc.com/ContentandPartners/Admap.info>

<http://www.adcracker.com/index.htm> (a site about creating advertising strategy)

<http://www.autocontrol.es/> (regulations)

<http://www.legaltoday.com/practica-juridica/mercantil/publicidad/la-publicidad-en-el-ordenamiento-espanol>

<http://www.boe.es/buscar/act.php?id=BOE-A-1988-26156>

Database of advertising slogans: <http://adslogans.co.uk/>