



centre adscrit a:



UNIVERSITAT POLITÈCNICA  
DE CATALUNYA  
BARCELONATECH

# TEACHING GUIDE 2019-20

ADVERTISING AND DIGITAL PUBLIC RELATIONS

October 2020



# GENERAL DATA

<b>Subject:</b>	<b>ADVERTISING AND DIGITAL PUBLIC RELATIONS</b>
<b>Code:</b>	801927
<b>Degree:</b>	2019-20
<b>Titulation:</b>	Grade in Marketing and Digital Communication
<b>Credit's number (ECTS):</b>	6
<b>Requirements:</b>	
<b>Location in the curriculum:</b>	3rd course, 2nd quarter
<b>Date of the last revision:</b>	February 2020
<b>Professor:</b>	Prof. Irene Da Rocha

## MAIN DESCRIPTION

A course on the basic principles and practices of advertising. The focus will be on the history and effects of advertising on society and culture. This course will also explore how to plan and implement advertising programs through effective research, strategic planning, segmenting target audiences, creative copywriting and design, and understanding media planning and buying.

## OBJECTIVES

### Course Objectives:

- Demonstrate methods and techniques of advertising.
- Communicate ideas and concepts about the social impact of advertising.
- Explore ethical considerations in the promotion of products, services and ideas.
- Understand the work flow between clients and agencies in advertising business
- Understand how advertising fits in the Integrated Marketing and Communication strategy
- Identify, compare and contrast advertising types in gained media and in paid media.
- Distinguish the creative online and offline content process on paid media and in gained media.
- Comprehend the importance of video as king content
- Understand the production process in audiovisual graphic and digital supports.

## CONTENTS

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### Chapter 1: An introduction to advertising. Advertising Ethics. Advertising's role in marketing.

#### Aims and learning objectives:

- Understanding the background, scope and significance of advertising's role within business and society.
- Explore the different types of advertising to then consider its role as a marketing instrument.
- Analyze the legal topics that guide advertising practice
- Explain the way the advertising industry regulates itself
- Critique the key ethical issues that challenge the practice of advertising
- Define the role of advertising within marketing
- Identify the key players in marketing and how the organization of the industry affects advertising
- Summarize the structure of the advertising agency industry
- Identify the main trends concerning the natural environment and technology field of the company.
- Explain the key changes in the political and cultural environment/settings.

#### Content

1. What is advertising?
2. Several definitions about advertising
3. Four components of advertising
4. Four roles of advertising
5. 9 types of advertising
6. The key players in advertising industry
7. Explain advertising history and how it affects advertising today
8. Examine advertising as a form of communication: The new advertising
9. Assess the role of advertising as a form of engagement.
10. Advertising and society
11. Regulation of Advertising
12. Self-Regulation
13. Advertising Ethics
14. Advertising and children, cultural consequences, stereotypes, beauty and social use

## Chapter 2: The client. How agencies work

### Aims and learning objectives:

- The role of advertising in marketing main strategies.
- Explain three Models of Advertising Effects to show how brand advertising works
- Communication Objectives
- The consumer Audience and two routes to persuade them
- Agency Department Structure
- Agency remunerations

### Contents

1. Advertising models and concepts
2. Aida model, hierarchy of effects model, Key advertising effects model
3. The consumer decision process: perception, cognition, association, the emotional response
4. The impact of persuasion: two routes to persuade Audience
5. How agencies work
6. Advertising agency structures and types
7. Agency operations and roles

## Chapter 3: The Creative process. The account planning. The Creative Strategy. Advertising techniques

### Aims and learning objectives:

- Explore issues concerning the nature, characteristics and approaches to developing creative advertising messages.
- Critical process for developing ads that are understood, have meaning and are relevant to the target audience
- Understand the markets and have the right creative approach for the development of effective messages
- The core forms of message appeals
- Types of advertising
- Selecting Creative Strategies
- Presenting Creative Concepts: copy and layout, scripts, storyboards, wireframes

### Contents

1. Client's strategic planning: the brand brief

2. Agency Creative Department Structure
3. What is creativity
4. The creative process including the relationships between agencies and clients
5. The roles and skills of those involved in the creative process
6. The key elements of creative advertising content
7. Categories of types of advertising
8. Categories of creative strategies
9. Advertising techniques

## **Chapter 4: The Content Strategy. The brand storytelling. Brand communications. The role of advertising**

### **Aims and learning objectives:**

- Types of Advertising
- The brand storytelling: the 12 audience and brands archetypes
- Explain the most important brand storytelling: The Hero's journey
- Explore ways in which communications can be used effectively to develop brands.
- To apply research to brand visibility activities

### **Contents**

1. The brand Storytelling: 12 audience and brands archetypes
2. The Storytelling bases
3. Hero's Journey
4. What is a brand?
5. Characteristics of brands
6. How people use advertising to form association with brands
7. The old rules and the new rules
8. 3 steps to convert your Owned content in Shared content.
9. The viral video in earned media strategy
10. Guerrilla ads

## **Chapter 5: Sales promotion strategies. Traditional Media and Digital Media.**

### **Aims and learning objectives:**

- To apply research for sales promotional planning
- To recommend specific sales promotional strategies
- To outline program costs and IMC benefits

- To justify advertising support for promotional activities
- List and classify the traditional advertising media
- Outline the structure of print media
- Describe the uses of out-of-home media, direct mail and alternative media
- CTR, Seo, Sem, SM marketing, mobile, gaming
- Explain the key concepts of media planning
- Identify the strengths and weaknesses of printing media

## Contents

1. The media Industry
2. Basic media concept: media mix, media vehicle
3. Planning and Buying
4. Metrics
5. Reach and frequency
6. Impressions
7. Media key players

## Chapter 6: The media planning

### Aims and learning objectives:

- To understand the process of media planning
- To apply research for media evaluation and analysis
- To develop media objectives for advertising programs
- To prepare summary spreadsheets for media proposal
- Advertising and the global market

### Contents

1. Integrated marketing communication
2. Reach
3. Frequency
4. Impressions
5. CPM
6. GRP
7. Advertising and the online market

## METHODOLOGY OF TEACHING AND LEARNING

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Lectures, seminars, groups tutorials supported with workshops when appropriate.

“Flipped learning” methodology will be used as much as possible during the face-to-face sessions.

A personal computer for each student is required.

## EVALUATION

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According to Bologna’s plan, the constant and continuous effort of the student is rewarded.

- 40% of the final mark is obtained from the continuous evaluation and courses activities.
- The remaining (60%) is obtained from the final in-person exam. The final exam is divided in 2 calls.

The final mark of the course (FM) will be calculated from the following formula:

- **FM = Final Exam Mark x 60% + Continuous evaluation Mark x 40%**
- Minimum allowed mark for the final exam to calculate FM will be 40 points over 100.
- The course is approved for FM above 50 over 100 points.

## BASIC BIBLIOGRAPHY AND DOCUMENTATION

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- Wells, William; Burnett, John; Moriarty, Sandra; "Advertising and IMC principles and practice", (2019) Editorial Pearson.
- Fill Chris, Founder and Managing Director of Fill Associates. Hughes, Graham; De Francesco, Scott (2013) "Advertising: strategy, creativity and media". Editorial Pearson.
- Burtenshaw, Ken; Barfoot, Caroline; Mahon, Kin (2011) "The fundamentals of Creative Advertising". 2<sup>nd</sup> Edition. Ed. Fairchild Books
- Juska, Jerome M. (2018). "Integrated Marketing Communication, Advertising and Promotion in a Digital World". Editorial Routledge.
- Meerman Scott, David. (2015). "The new Rules of Marketing & PR". Ed. Wiley.

## OTHER BIBLIOGRAPHY

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- Bayles, Stella. Public Relations’ Digital Revolution. Editorial Coverage Books.
- Fernández Gómez, Jorge David (ed.) (2005): Aproximación a la estructura de la publicidad. Comunicación Social, Sevilla.
- Hopkins, Claude c. (1997): My life in advertising & Scientific Advertising. McGraw-Hill, Madrid.
- Moliné, Marçal (2000): La fuerza de la publicidad. McGraw-Hill, Madrid.
- Sánchez, Joaquín y Pintado, Teresa (2010): Nuevas tendencias en comunicación, ESIC, Madrid.
- Solana, Daniel (2010): Postpublicidad, Double You, Barcelona.



## WEBGRAPHY

<http://www.adage.com/century> (selección de la mejor publicidad del siglo)  
<http://www.aeap.es> (Asociación Española de Agencias de Publicidad)  
<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 recreativos)  
<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.marketingdirecto.com> (Revista de actualidad del sector)  
<http://www.publitv.com> (Página web con spots)