



centro adscrito a:



UNIVERSITAT POLITÈCNICA
DE CATALUNYA
BARCELONATECH

GUÍA DOCENTE PUBLICIDAD Y RRPP DIGITALES 2022-23

DATOS GENERALES

Course Title:	PUBLICIDAD Y RELACIONES PÚBLICAS DIGITALES
Code:	801927
Academic year:	2022-23
Degree title:	Grado en Marketing y Comunicación Digital
Number of credits (ECTS):	6
Place in the scheme of studies:	3rd Year, 2 nd Semester
Academic area:	Marketing and sales Management
Academic area head:	Dra. Jessica Ligan
Date of last revision:	Enero 2023
Professor Responsible:	Jordi Sacristan

1. GENERAL OVERVIEW

We live in a highly competitive world, where brands must get attention in order to make sales. Advertising is one of the most important promotional channels that marketers have. In these changing environments, we must be up to date with new digital tools, the evolution of our clients' needs, audiences, the best media to place our messages, etc.

In this subject you will learn, from a practical and up-to-date point of view, the importance of creating a good advertising message (on and offline) and you will develop creative techniques to promote the contribution of ideas that allow the company to differentiate itself from the competition.

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.

The subject will be approached from a twofold perspective, one theoretical, with the basic concepts of advertising, the generation of the advertising message and media planning, and the other, more practical. In the classroom you will work constantly, sometimes under pressure, to explore new ways of transmitting ideas and responding to the client's needs. A very good training for the professional that you will become.

2. OBJECTIVES

At the end of the subject the students will be able to:

- Understand how advertising fits in the Integrated Marketing and Communication strategy.
- Understand and develop different advertising methods and techniques.
- Create a creative campaign to give an answer to a professional briefing (based upon a customer need).
- Communicate ideas and concepts about the social impact of advertising.
- Understand the workflow between clients and agencies in advertising business.
- 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.
- Understand the production process in audiovisual graphic and digital supports.

3. CONTENTS

UNIT 1 – INTRODUCTION TO DIGITAL ADVERTISING

TOPIC 1: INTRODUCTION TO ADVERTISING. ADVERTISING'S ROLE IN MARKETING.

Learning outcomes

The student after studying the chapter and completing the activities and cases will be able to:

- Understand 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.
- Define the role of advertising within marketing.
- Identify the key players in marketing and how the organization of the industry affects advertising.

Contents

- 1.1 What is advertising?
- 1.2 Several definitions about advertising.
- 1.3 Components and roles of advertising.
- 1.4 9 types of advertising.
- 1.5 The key players in advertising industry.
- 1.6 Examine advertising as a form of communication.
- 1.7 Assess the role of advertising as a form of engagement.
- 1.8 Regulation of Advertising.
- 1.9 Advertising and children, stereotypes, beauty, and social use.
- 1.10 How to create a digital advertising campaign.

TOPIC 2: THE MAIN ACTORS: THE CLIENT AND THE AGENCY.

Learning outcomes

The student after studying the chapter and completing the activities and cases will be able to:

- Understand the role of advertising in marketing main strategies.
- Explain three Models of Advertising Effects to show how brand advertising works.
- Define SMART communication Objectives.
- Understand the agency department structure.

Contents

- 2.1 Advertising models and concepts.
- 2.2 The AIDA model, hierarchy of effects model, Key advertising effects model.
- 2.3 The facets of advertising.
- 2.4 The consumer decision process: perception, cognition, association, response.
- 2.5 The impact of persuasion: two routes to persuade Audience.
- 2.6 How agencies work.
- 2.7 Advertising agency structures and types.
- 2.8 Agency operations and roles.

UNIT 2 – CREATIVITY AND CONTENT

TOPIC 3: THE CREATIVE PROCESS. THE ACCOUNT PLANNING. THE CREATIVE STRATEGY. ADVERTISING TECHNIQUES.

Learning outcomes

The student after studying the chapter and completing the activities and cases will be able to:

- Develop in a professional way the creative briefing.
- Explore issues concerning the nature, characteristics, and approaches to developing creative advertising messages.
- Understand the 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.
- Learn the core forms of message appeals.
- Select Creative Strategies.
- Present Creative Concepts: copy and layout, scripts, storyboards, wireframes.

Contents

3.1 Client's strategic planning: the briefing.

3.2 What is creativity? Creativity Techniques.

3.3 Agency Creative Department Structure

3.4 The creative process including the relationships between agencies and clients.

3.5 The roles and skills of those involved in the creative process.

3.6 The key elements of creative advertising content.

3.7 Advertising techniques.

TOPIC 4: THE CONTENT STRATEGY. THE BRAND STORYTELLING. BRAND COMMUNICATIONS. THE ROLE OF ADVERTISING.

Learning outcomes

The student after studying the chapter and completing the activities and cases will be able to:

- Develop a full 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.
- Understand the new role of AI in content strategy. Thread or opportunity?

Contents

- 4.1 What is a brand? Characteristics of brands.
- 4.2 The brand Storytelling: 12 audience and brands archetypes.
- 4.3 The Storytelling bases and the Hero's Journey.
- 4.4 How people use advertising to form association with brands.
- 4.5 3 steps to convert your Owned content in Shared content.
- 4.6 The viral video in earned media strategy.
- 4.7 Guerrilla ads/strategies.
- 4.8 AI applied to the advertising strategy.

UNIT 3 – THE DIGITAL ADVERTISING ENVIRONMENT

TOPIC 5: SALES PROMOTION STRATEGIES. TRADITIONAL AND DIGITAL MEDIA.

Learning outcomes

The student after studying the chapter and completing the activities and cases will be able to:

- Apply research for sales promotional planning.
- Recommend specific sales promotional strategies.
- Outline program costs and IMC benefits.
- Justify advertising support for promotional activities.
- List and classify the traditional advertising media.
- Describe the uses of out-of-home media, direct mail, and alternative media.
- Understand key concepts as: CTR, CPM, CPC, CPL, CPA.

Contents

- 5.1 The media Industry and the media key players.
- 5.2 Basic media concept: media mix, media vehicle.
- 5.3 The Interactive Advertising Bureau.
- 5.4 Best digital advertising strategies and formats.
- 5.4 Critical payment methods: CPM, CPC, CPL, CPA.
- 5.5 Metrics and KPI's.

TOPIC 6: THE MEDIA PLANNING.

Learning outcomes

The student after studying the chapter and completing the activities and cases will be able to:

- Understand the process of media planning.
- Apply research for media evaluation and analysis.
- Develop media objectives for advertising programs.
- Prepare summary spreadsheets for media proposal.
- Explain the key concepts of media planning.
- Identify the strengths and weaknesses of printing media.

Contents

- 6.1 Critical concepts: Reach, Frequency, Affinity, and Impressions.
- 6.2 Planning and buying media.
- 6.3 Advertising and the online market.
- 6.4. The advertising budget.

4. LEARNING AND TEACHING METHODOLOGY

Classes will be theoretical and practical, focused on transmitting concrete knowledge. They will be complemented with readings and work in class and at home.

Approximately, and in general, 50% of class time will be dedicated to theory, viewing and specific case studies, and the other 50% to in-class, group, or individual activities.

In particular, the working groups will have to make presentations related to the promotion of advertising creativity, having to demonstrate a solvency in the leadership of group activities. They will also have to make presentations related to professional knowledge of the main social networks in advertising.

A personal computer for each student is required.

5. EVALUATION

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 (a midterm test will be included within this evaluation).
- 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:

- $FM = \text{Final Exam Mark} \times 60\% + \text{Continuous evaluation Mark} \times 40\%$
- 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.

Continuous activities assessment:

Activity	Description	% Continuous assessment	
Tasks:			34 %
Digital marketing campaign (document + presentation + individual pitch)	You will have to choose a company for which you will develop (as a group) a 360° digital marketing campaign.	30%	
Creativity Technique	You will have to use a creative technique (as a group) to solve a practical case. Each week, one group will lead the discussion and the implementation of the creativity technique.	10%	
Social network presentation	Each week, a group will present the most relevant features for digital advertising of today's social networks: Tik Tok, Instagram, LinkedIn, Twitter, Facebook, etc.	10%	
Briefing	You must prepare the campaign briefing, analyzing its most relevant aspects (buyer persona, objectives, etc).	5%	
Case 1 discussion	You will have to solve, through a digital advertising strategy, the case that will be discussed in the classroom.	10%	
Case 2 discussion	You will have to solve, through a digital advertising strategy, the case that will be discussed in the classroom.	10%	
Case 3 discussion	You will have to solve, through a digital advertising strategy, the case that will be discussed in the classroom.	10%	
Test:			6 %

Mid Term Test		100%	
Final exam :			60 %
	Final exam	100%	

Blended learning groups (*semipresencial*)

Activity	Description	% Continuous Assessment	
Course work:			40%
Briefing	You must prepare the campaign briefing, analyzing its most relevant aspects (buyer persona, objectives, etc).	10%	
Case 1 discussion	You will have to solve, through a digital advertising strategy, the case that will be discussed in the classroom.	15%	
Case 2 discussion	You will have to solve, through a digital advertising strategy, the case that will be discussed in the classroom.	15%	
Case 3 discussion	You will have to solve, through a digital advertising strategy, the case that will be discussed in the classroom.	15%	
Digital marketing campaign (document + presentation + individual pitch)	You will have to choose a company for which you will develop (as a group) a 360° digital marketing campaign.	45%	
Final exam:			60%
	Final exam	100%	

6. BIBLIOGRAPHY

6.1. BASIC BIBLIOGRAPHY

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- Hopkins, Claude c. (1997): My life in advertising & Scientific Advertising. McGraw-Hill, Madrid.
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- Sánchez, Joaquín y Pintado, Teresa (2010): Nuevas tendencias en comunicación, ESIC, Madrid.
- Solana, Daniel (2010): Postpublicidad, Double You, Barcelona.