

## COURSE PROGRAM

Academic year: 2021/2022

Identification and characteristics of the course			
Code	500338 502973	Credits ECTS	6
Name	ADVERTISING COMMUNICATION		
Degrees	AUDIOVISUAL COMMUNICATION DEGREE/ AUDIOVISUAL COMMUNICATION AND JOURNALISM DEGREE/ JOURNALISM DEGREE		
Faculty	FACULTY OF DOCUMENTATION AND COMMUNICATION SCIENCES		
Semester	1	Carácter	BÁSIC/MANDATORY
Module	BASIC LEARNING FOR AUDIOVISUAL COMMUNICATION. MANDATORY FOR JOURNALISM		
Matter	COMUNICACIÓN		
Lecture/s			
Name	Office	E-Mail	Webpage
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Subject Area	AUDIOVISUAL COMMUNICATION AND ADVERTISING		
Department	INFORMATION AND COMMUNICATION		

Competencies
<b>JOURNALISM DEGREE COMPETENCIES</b>
<b>CORE COMPETENCIES</b>
CB2 - That students know how to apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through the development and defense of arguments and problem solving within their area of study.
CB3 - That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues.
CB4 - That students can transmit information, ideas, problems and solutions to both specialized and non-specialized audiences.
<b>GENERAL COMPETENCIES</b>
CG4 - Understand the techniques and processes of creating and disseminating journalistic messages in the context of media and institutional relations.
GC6 - Demonstrate the necessary skills to work in journalistic companies and organizations that demand communication services.
<b>TRANSVERSAL COMPETENCES</b>
CT5 - Create an awareness of solidarity through respect for different people and cultures; equal opportunities and universal accessibility for people with disabilities, as well as a culture of peace, democratic principles and respect for human rights.
CT7 - Demonstrate the ability to lead professional projects in accordance with the principles of social responsibility.
<b>SPECIFIC COMPETENCIES</b>
CE12 - Value and construct advertising and public relations messages.
CE14 - Understand the theories of institutional communication and apply them to the operation of communication offices.
SC15 - Develop institutional information messages.

**AUDIOVISUAL COMMUNICATION DEGREE COMPETENCIES**

**BASIC COMPETENCIES**

- CB1 - That students have demonstrated to possess and understand knowledge in an area of study that starts from the base of general secondary education, and is usually at a level that, although it is supported by advanced textbooks, also includes some aspects that involve knowledge from the forefront of their field of study.
- CB2 - That students know how to apply their knowledge to their work or vocation in a professional manner and possess the competencies that are usually demonstrated through the development and defense of arguments and problem solving within their field of study.
- CB3 - That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include reflection on relevant social, scientific or ethical issues.
- CB4 - That students can transmit information, ideas, problems and solutions to both specialized and non-specialized audiences.
- CB5 - That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

**GENERAL COMPETENCES**

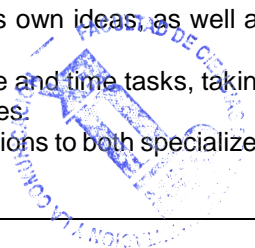
- CG1 - To foster critical, analytical and reflective capacity in relation to the audiovisual fact, with a technical and aesthetic knowledge of the forms, processes and trends of visual communication in our environment.
- CG2 - To acquire a basic and general knowledge of the main events and messages that make up the current panorama of audiovisual media, iconic and acoustic representations and their evolution. The spatial dimension of this knowledge is fundamental insofar as it contributes to develop the disciplinary diversity and the variety of functions of audiovisual communication in contemporary societies.
- CG3 - To provide an exhaustive knowledge of the techniques and processes of audiovisual creation and diffusion in its various phases, as well as the interrelationships between the subjects of audiovisual communication: authors, institutions, companies, media, supports and receivers. This training will enable them to make creative and professional decisions in the field of communication and the management of technological and human resources in the companies of the sector.
- CG4 - To acquire the necessary skills to express themselves clearly and coherently in their own language, as well as to have knowledge of other languages, particularly English, to communicate in their professional practice.
- CG5 - Acquire the necessary skills to work in companies associated with the audiovisual industry and in organizations that demand communication services, plans and strategies.

**TRANSVERSAL COMPETENCES**

- CT5 - To have the ability to generate a solidary conscience: ability to generate forms of behavior that go through the solidary respect for the different people and peoples of the planet, equal opportunities and universal accessibility of people with disabilities, the values of a culture of peace, democratic principles and respect for human rights.
- CT7 - To have the ability to adequately present the results of work and research, orally or with the help of media according to the canons of communication disciplines.
- CT11 - To have the ability to work in a team and to communicate one's own ideas, as well as the ability to integrate into a common project aimed at obtaining results.
- CT15 - Have the ability to establish order and method: ability to organize and time tasks, taking priority decisions in the different processes and communication strategies.
- CT16 - Have the ability to transmit information, ideas, problems and solutions to both specialized and non-specialized audiences.

**SPECIFIC COMPETENCES**

- CE8 - To have the ability to write texts, scripts or scripts fluently.
- CE10 - Have the ability to identify the processes and techniques involved in the direction and management of audiovisual companies.



CE19 - To have the ability to plan communication strategies to serve the interests of companies, institutions and the media.

CE27 - Know, identify and apply resources, elements, methods and procedures of the processes of construction and analysis of both linear and non-linear audiovisual stories, including the design, establishment and development of strategies, as well as the applications of persuasive communication policies in audiovisual markets.

CE29 - To know the spatial image and iconic representations in space, both in still and audiovisual images, as well as the constituent elements of art direction. This knowledge also covers the relationship between images and sounds from the aesthetic and narrative point of view in the different audiovisual media and technologies. It also includes knowledge of psychological models specifically developed for visual communication and persuasion through the image.

CE32 - To have the ability to gather and interpret relevant data within the area of study of audiovisual communication, in order to make judgments that include a reflection on relevant social, scientific or ethical issues.

### Contents

#### Course Outline

The course deals with the commercial communication that organizations can carry out, mainly, what it is and how advertising is developed. On the other hand, we will know the parameters that govern the behavior of the receiver and the consumer of the messages to whom the commercial communication campaigns are directed. We will learn who is involved in the decision and implementation of a commercial communication campaign: agencies, advertisers and media. Finally, we will carry out a commercial communication campaign and we will learn how to organize the tasks for such campaign in order to achieve the objectives set.

#### Course syllabus

##### Lesson 1. WHAT ARE WE GOING TO TALK ABOUT? CONCEPTS

Contents of lesson 1:

COMMERCIAL COMMUNICATION WITHIN INTEGRATED COMMUNICATION  
 ADVERTISING, SOCIETY AND CULTURE  
 DEFINITION OF ADVERTISING  
 TYPOLOGIES OF ADVERTISING  
 TRADITIONAL ADVERTISING MODELS  
 CONSUMER BEHAVIOR  
 INTERACTIVITY

Description of the practical activities of Lesson 1:

Practice 1. Learning to watch advertising.

-Choose a TV commercial and analyze it.

-Explain what is the objective it pursues.

-Who is it aimed at?

-Analyze its creativity and production.

-Why did you find it interesting?

-Social and cultural implications of the ad: if it reflects any social stereotype or behavior, if it makes any denunciation, if it highlights any feature of society.

-Overall evaluation.

##### TOPIC 2. WHO PLANS AND MAKES ADVERTISING COMMUNICATION?

Contents of lesson 2:

ADVERTISING AND COMMUNICATION AGENCIES  
 EVOLUTION OF AGENCIES  
 AGENCY. FUNCTIONS AND DEPARTMENTS  
 THE FINANCING OF AGENCIES  
 MEDIA AGENCY  
 THE ADVERTISING AGENCY-MEDIA AGENCY RELATIONSHIP



Description of the practical activities of lesson 2:  
PRACTICE 2. EXPLAINED BELOW

**THEME 3. WHO NEEDS ADVERTISING? THE ADVERTISER**

Contents of lesson 3:

THE ADVERTISER

THE ADVERTISER'S ORGANIZATION: MARKETING DEPARTMENT AND COMMUNICATION DEPARTMENT

FUNCTIONS OF THE COMMUNICATION DEPARTMENT

THE AGENCY-ADVERTISER RELATIONSHIP: THE BEST PRACTICES DOCUMENT

Description of the practical activities of lesson 3:  
PRACTICE 2. EXPLAINED BELOW

**TOPIC 4 THROUGH WHICH MEDIA?**

Contents of lesson 4:

ABOVE THE LINE OR CONVENTIONAL MEDIA: RADIO, TELEVISION, PRESS, INTERNET, OUTDOOR MEDIA, CINEMA.

NON-CONVENTIONAL MEDIA. BELOW THE LINE.

Description of the practical activities of lesson 4:

Practice 2. Case study

Conducting an interview with a local or national advertiser, an advertising or communication agency or a media that inserts advertising.

You must prepare a questionnaire with the questions to be asked about their activity.

Conduct the interview. Explanation and analysis of the case.

**TOPIC 5 HOW IS THE WORK DONE?**

Contents of lesson 5:

THE PLANNING AND PROCESS OF A COMMUNICATION CAMPAIGN.

THE IMPORTANCE OF RESEARCH IN ADVERTISING

SOURCES OF RESEARCH

CONCEPT OF STRATEGIC PLANNING

BRIEFING

THE ADVERTISING OBJECTIVE

THE COPY STRATEGY

CREATIVE STRATEGY: CONTENT STRATEGY AND MESSAGE CODING STRATEGY

THE MEDIA STRATEGY: THE MEDIA PLAN MONITORING AND CONTROL

Description of the practical activities of lesson 5: FINAL PRACTICE

**Learning Outcomes**

Hours		Theory	Practise activities				Mentoring	No face-to-face
Subject	Total	GG	PCH	LAB	ORD	SEM	TP	EP
1	19.75	7				1.5	0.25	11
2	19.25	8					0.25	11
3	19.25	8					0.25	11
4	20.25	8				1.5	0.25	10.5
5	48.5	8			10		0.5	30
<b>Evaluation</b>	23	1			1	1		20
<b>TOTAL</b>	150 h	40 h			11 h	4 h	1.5	93,5 h

**Educational Methodologies**

Degree in Audiovisual Communication

- Participative lecture.
- Explanation and discussion of contents.
- Presentation of materials to support the teaching-learning process.
- Learning workshops.
- Group work.
- Individual meetings.
- Small group meetings.
- Individual student study.
- Resolution of problems and cases through reflection and analysis.
- Attendance to conferences and complementary activities.

Degree in Journalism

- Analysis and resolution of practical problems.
- Learning follow-up activities.
- Discussion of contents in class.
- Group work.
- Explanation in class of the programmed topics.

**Learning Results**

Degree in Audiovisual Communication

- Understanding and working with the elements, forms, processes and structures of communication, as well as the methods of communication research.
- Apply the concept of Information and Public Communication.
- Theoretical and practical training in communication skills in interpersonal contexts, large and small groups, public communication.
- Develop group management and leadership skills.
- Learning to express oneself correctly orally in different environments.
- Learn to use verbal and non-verbal language correctly.
- Learn to work in a team through communication skills.

Degree in Journalism

- Define the elements, forms, processes and structures of advertising communication.
- Devise and produce commercial communications for different advertising media.
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**Assessment systems**

The student will be able to choose at the beginning of the course if he/she wishes to be evaluated continuously or at the end with a **global assesment**. Therefore, he/she will be able to choose the type of evaluation he/she wishes, but will not be able to modify it during the duration of the course and will never be able to express his/her interest in the final evaluation after the work groups for practices have been established.

**ONGOING ASSESMENT**

1. Theoretical part 40% of the final grade:

-Theory-exam 40%.

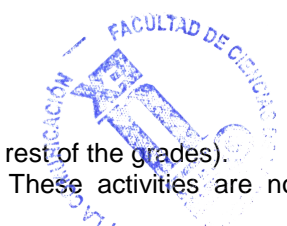
2. Practical part 60% of the final grade:

Theoretical-Practical part 20% (must exceed 50% to be added to the rest of the grades).

Final work. 40% (must be passed at 50% to pass the course). These activities are not recoverable in Jun and July either.

It is necessary to pass the theoretical part in order to be able to grade the practical part.

If a student passes the practical part and fails the theoretical part, the grade of the practical part is kept for the July exam of the same course.



Theoretical part-exam (40%): A final exam that must be passed with at least 50% correct. The exam will be a multiple-choice test and its maximum grade will be a 4.

Theoretical-Practical Part (20%).

This part is compulsory and must be passed at least 50% in order to be added to the rest of the grades.

In this part the student will work in group and the presentation and execution of the 2 proposed practices will be valued with a maximum of 1 point each, over the grade obtained in the exam, as long as the exam has been passed.

The dedication of the student to these practices is described above. The dedication of the teacher to their elaboration and evaluation is of 10 hours.

Practical part (40%). This part is compulsory and must be passed independently of the previous practical part, at least 50%, in order to be added to the rest of the grades (this work must be passed with at least 2 points in order to pass the course). This activity is not recoverable in Jun but it is possible in July.

Group work:

The course work will be evaluated by the oral presentation of the work and the written delivery of a report. The coherence and development of the strategy developed to solve the communication problem will be taken into account. The maximum score will be 4 points.

The student's dedication to this practice is described above. The teacher's dedication to its elaboration and evaluation is 20 hours.

**GLOBAL ASSESMENT**

There will be an alternative final test of global character, so that the overcoming of this one supposes the overcoming of the subject.

This final test consists in that the student will be able to work the subject individually and will have the possibility of delivering all the practices on the day of the final exam.

On the day of the exam, the student will present his work orally to the teacher and will hand in a written report of each of the works developed alone.

If this form of evaluation is chosen, it must be communicated at the beginning of the course and the teacher will indicate how to proceed.

The evaluation criteria for this modality are the same as for the continuous evaluation modality and are explained above.

**Bibliography (Basic and Complementary)**

**BASIC TEXT FOR THIS SUBJECT:**

Carrillo, MV.and Castillo, A. (2014) Advertising communication and corporate and internal communication. Mc Graw Hill. Madrid.

**Other Resources and Complementary Educational Materials**

The course has a classroom in the Virtual Campus of the University of Extremadura where the main digital resources (topics, presentations, quizzes, case studies, etc.) are included for the correct monitoring of the course.

