

**COURSE DATA****Data Subject**

Code	33420
Name	Advertising and corporate communication
Cycle	Grade
ECTS Credits	6.0
Academic year	2020 - 2021

Study (s)

Degree	Center	Acad. Period
1301 - Degree in Audiovisual Communication	Faculty of Philology, Translation and Communication	3 First term

Subject-matter

Degree	Subject-matter	Character
1301 - Degree in Audiovisual Communication	11 - Advertising and corporate communication	Obligatory

Coordination

Name	Department
LLORCA ABAD, GERMAN	340 - Language Theory and Communication Sciences

SUMMARY

This course brings together studies and knowledge around communication within companies and organizations. It poses a broad but detailed focus on the phenomenon of communication within complex and articulated organisational groups in the different forms they adopt. There are several areas of expertise in the field of communication involved such as public relations, corporate communications, institutional communications, advertising, marketing, or protocol research. The course plans to make a review of the main keys of these areas of knowledge, so that students have an overview of this field of communication, transverse to all business and organisational activity. In addition, in recent times phenomena related to the management of virtual reputation and deep connections with digital communication are becoming particularly important. This course has the added value of being the only one with its characteristics within the program Audiovisual Communication degree. Some of the most sought career opportunities in recent times are those linked to communication management and communication leadership management, and it is certainly important to make a global approach.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

Attendance to lectures does not require any prior expertise, since the basic knowledge on the subject is acquired with regular attendance to face-to-face lessons. Knowledge of image analysis and speech are transverse to Audiovisual Communication studies that students have acquired in 1st and 2nd courses.

OUTCOMES

1301 - Degree in Audiovisual Communication

- Knowledge of spatial imagery and iconic representations in space, both in still and moving images, as well as the elements involved in art direction. The ability to analyse and plan the relationships between images and sounds from an aesthetic and narrative viewpoint in the different audiovisual supports and technologies. The ability to apply image composition techniques and procedures to the different audiovisual supports, based on knowledge of the classical laws and aesthetic and cultural movements of the history of the image by means of the new communication technologies. It also includes knowledge of the psychological models specifically developed for visual communication and persuasion by means of the image.
- The ability to apply production techniques and processes to the organisation of cultural events by planning the human and technical resources involved, following a prior programme.
- The ability to apply principles and functions of visual identity to create a manual of regulations for the corporate visual identity of a given enterprise.
- Creativity: the ability to take expressive and thematic risks involving availability and audiovisual timeframes, by applying personal solutions and viewpoints in the development of the projects.

LEARNING OUTCOMES

- Training critical eye and analysis skills with reference to advertising discourse.
- Fostering the creation of responsible advertising and corporate plans.
- Knowing trends related to advertising communication process and corporate.
- Being able to manage theory concepts.
- Discern between conventional advertising types and non conventional ones.



- Identifying positive qualities on advertising campaigns.
- Acquiring solid ground knowledge about advertising and corporate dynamics.
- Analysing advertising strategies through specific acquired knowledge.
- Developing research capabilities.
- Understanding links and connections between public relations and comprehensive communication.
- Acquiring leadership and coordination skills.
- Understanding organisational dynamics.
- Contextualising and using (digital) communication technologies within the context of corporate communication management.

DESCRIPTION OF CONTENTS

1. Public relations and corporate communication

The first part of the unit is devoted to establish connexions between public relations theory concepts and corporate communication. Concepts linked to the management of corporate identity and its role on organisational communication are also introduced

2. On corporate communication

In this unit we work on the idea of comprehensive communication, deepening on the ideas developed in unit number one.

3. Advertising as a specialised work

This unit contents are devoted to the specific field of advertising. It is an introduction to the definition of advertising and the specific terminology of this speciality. We also work on advertising models, strategies and mechanisms of advertising campaigns.

4. Advertising creation

The unit focuses on the concept of advertising as a creative process. Ideas such as value communication and advertising chain are introduced linked to the producing structures. The importance of branding and the advertising profession are also enhanced.

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	60,00	100
Attendance at events and external activities	5,00	0
Development of group work	45,00	0
Development of individual work	20,00	0
Study and independent work	15,00	0
Readings supplementary material	5,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

All new content is progressively introduced and rooted in student's previous knowledge. Students ought to actively participate within the dynamics of learning. The teaching is carried out twice a week in 2 hours long face-to-face sessions. In each of those sessions, the teacher will introduce new concepts and ideas, and will instruct the students in how to approach specific bibliography and how to plan daily activities.

Lectures will be participative and the teacher will constantly encourage students to take part in the debates around concepts. The teacher also suggest as good habits students can improve on their own:

- a) selection and working on recommended documentary sources
- b) full cooperation with other students
- c) research on recommended texts and bibliography
- d) analytical and systematic monitoring of corporate and advertising speeches

The teacher undertakes the commitment of helping and mentoring the student after class, through face-to-face coaching, e-mail or *aula virtual* messaging system. General recommendations for the students:

- a) invest extra time reading and preparing the subject
- b) invest extra effort making practical works



c) invest extra time and effort preparing the final exam

EVALUATION

Due to the practical-theoretical approach to the subject, the following evaluation work is proposed:

- Realization of a group work: 80% of the final score
- Individual review of one of the books present at the bibliography: 10% of the final score.
- Final essay: 10% of the final score.

The teacher will provide the students with the guidelines for the realization of the work and will follow the elaboration process with periodic meetings during the semester.

Spelling mistakes on written test and essay will detract half point of the final score. Three spelling mistakes will imply failing the test or the essay. A similar criterion will apply to tilde symbols. Each lacking or badly used tilde symbol will detract 0.25 points from the final score. Five or more mistakes on this behalf will imply failing the test or the essay.

Attending lectures, activities and mentorship sessions will be *positively* evaluated, but it is no measurable part of the final score. The use of mobile phones is prohibited, except when it is used as a working tool, after explicit indications of the teacher. With this warning, the improper use of this device may lead to the temporary expulsion of the student from the class.

The only valid telematic means of communication with the professor is the official email service of the UVEG, as well as the official messaging system of the Aula Virtual classroom of the UVEG. The professor keeps the right to make the official communications considered appropriate, in time and form during the course, through these channels (indications on mandatory readings, delivery and deadlines for submission of works, notice of tests, groups distribution, etc.).

The student has the obligation to periodically check (at least once a week) their official email account of the UVEG. The teacher does not consider any other means of communication valid and in case of a claim, only the communication that has been established through the official email of the UVEG or Aula Virtual classroom of the UVEG will be estimated and evaluated.

Tests and exams can be written both in Spanish or Catalan, according to the student's preferences. English will also be an option for ERASMUS and foreign students.

REFERENCES

Basic

- ALTSCHUL, C.: *Dinámica de la negociación estratégica*. Buenos Aires, Granica, 1999



- ÁLVAREZ, Tomás y CABALLERO, Mercedes: Vendedores de imagen: los retos de los nuevos gabinetes de comunicación. Barcelona, Paidós, 1997.
- BARQUERO, J. D.: El libro de oro de las relaciones públicas. Barcelona, Gestión 2000, 1996
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- Bassat, Lluís: El Libro rojo de las marcas [cómo construir marcas de éxito]. Barcelona, Debolsillo, 2006
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- BINMORE, Ken: Teoría de los juegos. Madrid, McGraw-Hill, 1996.
- BAÑOS, Miguel: Product placement estrella invitada: la marca. Madrid, Dossat, 2003.
- BLACK, S.: ABC de la relaciones públicas. Barcelona, Gestión, 1994
- CAPRIOTTI, P. Planificación estratégica de la Imagen Corporativa. Ariel, 1999
- DORRIAN, Michael: Publicidad de guerrilla: otras formas de comunicar. Barcelona, Gustavo Gili, 2006.
- DURANDIN, Guy: La mentira en la propaganda política y en la publicidad. Barcelona, Paidós, 1995
- GONZÁLEZ SOLAS, J. Identidad visual corporativa. Madrid, Síntesis, 2002
- GREENER, T.: Imagen y relaciones públicas. Madrid, Pirámide, 1995
- KLEIN, Naomi: No logo. El poder de las marcas, Barcelona, Paidós, 2001
- NOGUERO GRAU, Antonio: La función social de las relaciones públicas: historia, teoría y marco legal. Barcelona, ESRP-EUB, 1995.
- ORTEGA, Enrique: La comunicación publicitaria. Madrid, Pirámide, 2004.
- PALAU, G. Gabinetes de comunicació. Pòrtic, 2003.
- RIES, A. y TROUT, J: Posicionamiento. La batalla por su mente. McGraw Hill, México, 2002.
- Ries, A: La caída de la publicidad y auge de las relaciones públicas. Empresa Activa, Barcelona, 2005.
- VILAFANÉ, J. La gestión profesional de la imagen corporativa. Madrid, Pirámide, 1999.
- XIFRA, Jordi: Les relacions públiques, ciencia del diàleg. Girona, Universitat de Girona, 1999.
- XIFRA, Jordi: Teories i models de les relacions publiques. València, 3 i 4, 2000.



Additional

- ALTSCHUL, C.: Dinámica de la negociación estratégica. Buenos Aires, Granica, 1999.
- ÁLVAREZ, Tomás y CABALLERO, Mercedes: Vendedores de imagen: los retos de los nuevos gabinetes de comunicación. Barcelona, Paidós, 1997.

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

HYBRID LEARNING MODE (BLENDED)

1. Contents

Given the theoretical nature of the subject, the contents remain unchanged from the current teaching guide.

2. Workload and teaching schedule

The amount of work and the temporary planning of teaching is unchanged.

3. Methodology

The teaching methodology will be the one set at the current teaching guide, adapted with the digital tools provided by the UVEG. Teaching will be at the scheduled time of the subject through videoconference and/or chat.

4. Assessment

The assessment of the subject is the one that appears in the teaching guide.



5. Bibliography

The bibliography is the one that appears in the teaching guide.
