

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

| | |
|----------------------|---|
| Code | 33420 |
| Name | Advertising and corporate communication |
| Cycle | Grade |
| ECTS Credits | 6.0 |
| Academic year | 2022 - 2023 |

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

Cancelled

EVALUATION

Contact to the teacher

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
- BARQUERO, J. D., BARQUERO, D. (coord.): Manual de Relaciones Públicas, Comunicación y Publicidad. Barcelona, Gestión 2000, 2003.
- Bassat, Lluís: El Libro rojo de las marcas [cómo construir marcas de éxito]. Barcelona, Debolsillo, 2006
- Bassat, Lluís: El libro rojo de la publicidad: (Ideas que mueven montañas). Barcelona, Random House Mondadori, 2007.



- 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.