

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

Code	36547
Name	Advertising communication
Cycle	Grade
ECTS Credits	4.5
Academic year	2023 - 2024

Study (s)

Degree	Center	Acad. Period
1333 - Degree in Audiovisual Communication	Faculty of Philology, Translation and Communication	4 First term

Subject-matter

Degree	Subject-matter	Character
1333 - Degree in Audiovisual Communication	8 - Comunicación publicitaria y corporativa	Obligatory

Coordination

Name	Department
ROGER MONZO, VANESSA	340 - Language Theory and Communication Sciences

SUMMARY

This subject brings together the studies and knowledge that revolve around advertising communication. Advertising discourses are a narrative typology inherent to audiovisual communication since the beginning of the mass communication society. This subject also explores the milestones that, from a diachronic point of view, define advertising discourses in today's societies. The contents will dedicate a special attention to two key issues: the definition nomenclatures of advertising and associated terminology, the construction of advertising models (stereotypes) and the mechanisms of advertising action. Special attention will be paid to the treatment of an inclusive and gender perspective. Finally, the advertising creation process is analyzed. The concepts of communication and advertising chain are introduced and its structures are analyzed.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

No enrollment restrictions are specified with other subjects of the study plan.

OUTCOMES

1333 - Degree in Audiovisual Communication

- Students must be able to apply their knowledge to their work or vocation in a professional manner and have acquired the competences required for the preparation and defence of arguments and for problem solving in their field of study.
- Students must have the ability to gather and interpret relevant data (usually in their field of study) to make judgements that take relevant social, scientific or ethical issues into consideration.
- Students should be able to work as a team, communicate their own ideas and integrate themselves into group projects aimed at achieving results.
- Students should have the capacity and creativity to take expressive and thematic risks within the availability and time constraints of the communicative production, applying solutions and perspectives based on the development of the projects.
- Students should be able to obtain and select relevant information and sources in order to solve problems and elaborate on strategies.
- Students should possess the ability to organise and plan their tasks, performing them in an orderly manner and prioritising the journalistic processes in a logical manner.
- Students should show solidarity with people across the planet, as well as knowledge of the main cultural currents in relation to individual and collective values and respect for human life.
- Students should be able to search for, select, read, interpret and analyse both written and audiovisual texts and documents (analytically, synthetically and critically).
- Students should have initiative, creativity, credibility, honesty, leadership spirit and responsibility, both personally and professionally.
- Students should be able to defend a culture of peace and respect for the fundamental human rights within the processes of communication, specifically in regards to equality between women and men in all types of communication (informative, interpretative, semiotic, dialogic and opinion).
- In terms of creativity, students must be able to take expressive and thematic risks within the framework of availability and in terms of audiovisual communication. They must be able to apply personal solutions and points of view in the development of projects.



- Students must be able to work well in a team, able to assume both subordinate roles and, where appropriate, the role of coordinator or director. They must be able to put into practice all the skills that they have acquired. They must know how to value their own proposals, but also to adapt to the demands of a group or a business.

LEARNING OUTCOMES

- Create corporate visual identity manuals.
- Manage principles and functions of visual identity.
- Teamwork.
- Coordinate work teams.
- Value their own proposals.

DESCRIPTION OF CONTENTS

1. Introduction to advertising

- 1. Introduction to advertising
- 1.1 Concept of advertising. origins
- 1.2 Nature of the advertising message
- 1.3 Archetypes
- 1.4 Storytelling

2. Advertising agencies

- 2. Advertising agencies
- 2.1 Concept of agency
- 2.2 Organizational charts and functions

3. The advertising creation

- 3. The advertising creation process
- 3.1 The creative briefing: the starting point
- 3.2 Visual identity: moodboard
- 3.3 Basic elements of art direction



4. Advertising in the media

- 4. Advertising in the media
- 4.1. display advertising
- 4.2. radio advertising
- 4.3. Television advertising
- 4.4. digital advertising

5. The advertising campaign

- 5. The advertising campaign
- 5.1. Advertising pre-production, production and post-production
- 5.2. Content generation with AI

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	45,00	100
Development of group work	30,00	0
Development of individual work	20,00	0
Preparation of evaluation activities	10,00	0
Preparation of practical classes and problem	7,00	0
TOTAL	112,00	

TEACHING METHODOLOGY

- Master class.
- Resolution of theoretical-practical problems.
- Study and analysis of cases.
- Classroom presentation and group work.

EVALUATION

- Final written test (development of a 360° advertising campaign): 70%
- Presentation of schemes, summaries and proposed texts: 20%
- Assessment of attitude and participation in class dynamics (observation in the learning context itself: execution of tasks, practices, group work, attendance): 10%



In order to be evaluated positively in the final test and in the presentation of proposed works, a minimum score of 5 out of 10 must be obtained.

The passing of the subject by the student requires two requirements:

-class attendance;

-The involvement and participation in the work carried out both individually and in groups.

Absences must be previously communicated and justified.

The evaluation requirements will be equivalent both in the first call and in the second.

The general qualification system will follow the regulations of the University of Valencia approved by the Government Council on May 30, 2017. ACGUV 108/2017.

Observations:

In case of plagiarism in a student's evaluation work, this may be evaluated with a numerical grade of zero, regardless of the disciplinary procedure that may be initiated and, if applicable, the appropriate sanction in accordance with current legislation.

Problems with spelling, syntax and/or written expression will be scored negatively and may result in failure of the test.

Intellectual honesty is vital to an academic community and for the fair evaluation of the student's work. All work submitted in this course must be originally authored by every student. No student shall engage in unauthorized collaboration or make use of ChatGPT or other AI composition software.

REFERENCES

Basic

- Bassat, L. (2001). El libro rojo de la publicidad (ideas que mueven montañas). Barcelona: Plaza y Janés.
- Eguizabal, R. (2004). La comunicación publicitaria. Antecedentes y tendencias en la sociedad de la información y el conocimiento. Sevilla: Comunicación Social Ediciones y Publicaciones.



- Farran Teixidó, E. (2016). Desde la trinchera. Ed. UOC.
- Ortega, E. (2004). La comunicación publicitaria, 2ª Ed., Madrid: Pirámide.
- Santana, E. (2017). Tapas de publicidad: introducción y fundamentos. Barcelona: Promopress.
- Tellis, G., y Redondo, I. (2002). Estrategias de publicidad y promoción. Madrid: Pearson Educación.

Additional

- Barfoot, C.; Burtenshaw, K. (2007). Principios de publicidad. El proceso creativo: agencias, campañas, medios, ideas y dirección de arte. Barcelona: Gustavo Gili.
- Bassat, L. (2006). El libro rojo de las marcas: como construir marcas de éxito. Barcelona: Debolsillo.
- García Clairac, S. (2005). Realización de Spots Publicitarios. Almuzara: Ed. Urano.
- Landa, R. (2011). Publicidad y Diseño. Las Claves del éxito. Madrid: Anaya Multimedia.