

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

Code	40104
Name	Advertising management
Cycle	Master's degree
ECTS Credits	5.0
Academic year	2020 - 2021

Study (s)

Degree	Center	Acad. year	Period
2114 - M.D. in Marketing and Market Research	Faculty of Economics	1	Second term

Subject-matter

Degree	Subject-matter	Character
2114 - M.D. in Marketing and Market Research	1 - Specialty in communication	Optional

Coordination

Name	Department
MIQUEL ROMERO, MARIA JOSE	43 - Marketing and Market Research

SUMMARY

In the course Advertising Management, three basic parts will be analysed: introduction to the advertising field, message and creativity; and advertising media.

The first part, of an introductory nature, allows focusing the scope of study, approaching the advertising market and highlighting the effects of advertising, as well as the decisions that an advertising plan implies.

The second part, called message and creativity, allows us to analyse the information load of conventional advertising, as well as other non-conventional advertising formats. This first part is completed with a detailed analysis of the advertising message in order to know what contents, which are attractive and interesting, should be offered to the viewer and thus help companies and managers in the advertising field to obtain better results in the development of your campaigns.

The third part, called Advertising Media, allows to know the new conventional versus unconventional advertising formats, as well as the development of the advertising tool in the Internet environment.

Therefore and in a generic way, the subject deepens in subjects related to Marketing and communication; advertising environment; attitude towards advertising; objectives and budget; message and creativity; Means (conventional versus unconventional); and online advertising communication.



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 enrolment restrictions have been specified with other subjects of the curriculum.

In relation to other subjects of the same degree, no enrolment restrictions have been specified with other subjects of the curriculum. The previous knowledge is that of access to the Master.

OUTCOMES

2114 - M.D. in Marketing and Market Research

- Saber aplicar los conocimientos adquiridos y ser capaces de resolver problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio.
- Poseer las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo.
- Ser capaces de integrar conocimientos y enfrentarse a la complejidad de formular juicios a partir de una información que, siendo incompleta o limitada, incluya reflexiones sobre las responsabilidades sociales y éticas vinculadas a la aplicación de sus conocimientos y juicios.
- Saber comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades.
- Students should possess and understand foundational knowledge that enables original thinking and research in the field.
- Ser capaces de buscar, ordenar, analizar y sintetizar la información, seleccionando aquella que resulta pertinente para la toma de decisiones.
- Saber trabajar en equipo con eficacia y eficiencia.
- Ser capaces de tomar decisiones tanto individuales como colectivas en su labor profesional y/o investigadora.
- Have a proactive attitude towards possible changes that may occur in their professional and/or investigative work.
- Be able to integrate new technologies in their professional and/or research work.
- Know how to write and prepare presentations to present and defend them later.



- Ser capaces de analizar de forma crítica tanto su trabajo como el de su compañeros.
- Conocer las herramientas del marketing mix y ser capaz de utilizarlas de forma adecuada a cada contexto.
- Saber presentar en público los objetivos del plan de marketing y responder a las críticas de otros, mediante juicios argumentados y defenderse con rigor y tolerancia.
- Diseñar mecanismos de control sobre las decisiones de marketing e investigación comercial e implementar posibles medidas correctoras.

LEARNING OUTCOMES

- Prepare documents and reports presented in a written text in a comprehensible organized, documented and illustrated way
- Articulate an oral discourse, structured, coherent, with good diction and use of technical vocabulary
- Argue and counter-argue
- Prepare and direct a communication campaign
- Select and use appropriately the variables of the promotional communication mix
- Select and use the communication variables appropriately (advertising, promotion, etc.)

DESCRIPTION OF CONTENTS

1. Topic 1. Environment, nature and scope of advertising

- 1.1. The advertising market: advertisers, agencies and media
- 1.2. Concept and types of advertising
- 1.3. Advertising and consumer: processing
- 1.4. Advertising planning: advertising plan and briefing

2. Topic 2. Attitudes toward advertising and advertisement

- 2.1. Concept and structure of attitudes
- 2.2. Antecedents of attitude toward advertising and advertisements
- 2.3. Economic and social effects of advertising
- 2.4. Consequences of the attitude towards advertising and the advertisements: The advertising evasion

3. Topic 3. Objectives, effectiveness and advertising budget

- 3.1. The advertising objectives: concept, functions and components
- 3.2. Response to advertising: sales and intervening variables
- 3.3. Advertising effectiveness: the advertising pretest and post-test
- 3.4. Models and methods of budget determination: academic, empirical and practical

**4. Topic 4. The advertising message**

- 4.1. Advertising message: content and coding
- 4.2. Informative content of advertising
- 4.3. Analytical categories of analysis
- 4.4. Strategic level of content of the advertising message
- 4.5. Tactical level of content of the advertising message
- 4.6. Informative content in non-conventional advertising formats

5. Topic 5. Advertising creativity

- 5.1. Creative strategy and creative concept
- 5.2. Advertising realization: Art Direction, Copywriter and advertising production
- 5.3. Structure of the creative department.

6. Topic 6. Online communication

- 6.1. Online Communication and Branding
- 6.2. Creativity on the Internet
- 6.3. eCorporate Communication
- 6.4. Actors of the interactive sector
- 6.5. Online advertising pl

7. Topic 7. Media and advertising media

- 7.1. Characteristics of advertising media
- 7.2. Distribution of advertising investment in the media
- 7.3. Traditional versus non-traditional advertising

WORKLOAD

ACTIVITY	Hours	% To be attended
Theoretical and practical classes	34,50	100
Theory classes	0,00	100
Attendance at events and external activities	6,50	0
Development of group work	10,00	0
Readings supplementary material	7,50	0
Preparation of evaluation activities	21,50	0
Preparing lectures	22,50	0
Preparation of practical classes and problem	22,50	0
TOTAL	125,00	



TEACHING METHODOLOGY

The teaching methodology will be based on:

- Theoretical classes through participatory lectures
- Discussion of articles (readings)
- Project development
- Expert conferences
- Team work

The proposed methodology can be developed both in person and remotely if the circumstances require it.

EVALUATION

Final exam: Maximum 5 points (minimum score to add to the rest of the marks: 2.5 points)

Individual work related to an invited speaker session: Maximum 0.5 points

Group work (TEam project): Maximum 3 points (minimum score to be able to add to the rest of the mark: 1.75 points)

Other individual practices: Maximum 1 point

Oral presentation: Maximum 0.5 points (minimum score to add to the rest of the marks: 0.25 points)

To pass the subject, a minimum of 5 points out of 10 must be obtained.

With the exception of group work related to the development of a communication campaign (Team project), no other practice or individual work can be given to the instructor after the deadline. For the team project it will be considered just for the retake.

If necessary, the weight of academic assignments may be increased, to adjust to possible teaching situations until reaching 100% of the grade.

REFERENCES

Basic

- Belch, M. y Belch, G. (2014). Advertising and promotion: An integrated Marketing Communication perspective. McGraw Hill, 10ª edición.
- Castelló Martínez, A. y del Pino-Romero, C. (2019). De la publicidad a la comunicación persuasiva integrada. Esic, Madrid.
- Clow, K.E. y Baack, D.E. (2018). Integrated Advertising, Promotion, and Marketing Communications. Pearson, 8ª edición.



- Gómez, F. (2013). Principios de estrategia publicitaria y gestión de Marcas. McGraw Hill.
- Martínez Pastor, E. y Nicolás Ojeda, M.A. (coord.) (2016). Publicidad digital. Esic, Madrid.
- P. De Pelsmacker; M. Geuens and Van den Bergh (2018): Marketing Communications. A European Perspective. Pearson, 6th Edition.
- Percy, L. y Rosenbaum-Elliott, R. (2016). Strategic Advertising Management. Oxford, 5ª edición.
- Reinares, E. y Reinares, P. (2003). Fundamentos básicos de la gestión publicitaria en televisión. Esic, Madrid.
- Royo Vela, M. (2002). Comunicación Publicitaria. Un Enfoque Integrado y de Dirección. Ed. Minerva, Madrid.
- Sánchez Franco, M. (1999). Eficacia publicitaria. Teoría y Práctica. McGraw Hill, Madrid. Cap. 8 y 9

Additional

- Bigné, E. (2003). Promoción comercial: un enfoque integrado. Esic, Madrid.
- Castelló Martínez, A. y del Pino-Romero, C. (2019). De la publicidad a la comunicación persuasiva integrada. Esic, Madrid.
- e-Branding (2008). Posiciona tu marca en la Red. NetBiblo.
- Hernández, C. (2003). Manual de creatividad publicitaria. Síntesis, Madrid.
- Liberos-Hoppe, E. (2013). El libro de Marketing Interactivo y la Publicidad Digital. ESIC, Libros profesionales de empresa. Madrid.
- Smith, P.R. y Zook, Z. (2020). Marketing Communications. Integrating Online and Offline, Customer Engagement and Digital Technologies. Kogam Page.

ADDENDUM COVID-19

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

The teaching of the 2020-2021 academic year to which this Teaching Guide refers is scheduled in face-to-face mode.

If at any time, during the course, for justified and supervening reasons it could not be carried out as planned, the responsible teaching staff will communicate more specific and detailed information about the changes that should be made through the Virtual Classroom of the subject.

Given the possibility of quarantine of some students or confinement of the population, the possibility of teaching distance learning by synchronous methods is contemplated, allowing the full development of the program. The appropriate measures will be taken if necessary, to facilitate access to the training sessions of any student who has to observe quarantine unexpectedly throughout the course.