

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

<b>Code</b>	40104
<b>Name</b>	Advertising management
<b>Cycle</b>	Master's degree
<b>ECTS Credits</b>	5.0
<b>Academic year</b>	2023 - 2024

**Study (s)**

<b>Degree</b>	<b>Center</b>	<b>Acad. year</b>	<b>Period</b>
2114 - Master's Degree in Marketing and Market Research	Faculty of Economics	1	Second term

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
2114 - Master's Degree in Marketing and Market Research	1 - Specialty in communication	Optional

**Coordination**

<b>Name</b>	<b>Department</b>
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.

## COMPETENCES (RD 1393/2007) // LEARNING OUTCOMES (RD 822/2021)

### 2114 - Master's Degree 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 (RD 1393/2007) // NO CONTENT (RD 822/2021)**

- 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
<b>TOTAL</b>	<b>125,00</b>	



## TEACHING METHODOLOGY

The teaching methodology will be based on:

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

## 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.

### OTHER ISSUES AFFECTING THE EVALUATION OF THE SUBJECT: ACADEMIC HONESTY AND BEHAVIOR:

The behavior consisting of cheating in an exam or plagiarizing an "assessable" task (whether or not it is the final degree assignment or from the current or previous course), is contrary to the duties of the students included in both the state and internal regulations of UV. The immediate consequence of this type of behavior will be, in any case, the qualification with a zero and the failure of the subject, in accordance with the Regulation of Evaluation and Qualification (hereinafter REC) approved by the Government Council on May 30 of 2017 (art. 13 section 5); the University Student Statute, approved by RD 1791/2010, of December 30; and the Letter of rights and duties of the students of the University of Valencia, approved by Agreement of the Governing Council of October 19, 1993 and modified by ACG of April 30, 1998.

All students are advised that smartphones or any other unauthorized electronic device or document may not be used. Any student who uses a mobile phone both in class, due to the existence of continuous assessment, and in the exam, will be invited to leave the classroom and will obtain a numerical grade of zero in the corresponding assignment or task (art. 13, section 6). The same type of conditions will apply to smart watch terminals or similar. The use of laptops or digital tablets is allowed for taking notes or viewing teaching material.





All of the above measures will be applied regardless of the disciplinary procedure that may be instituted against the student and, if possible, the appropriate sanction in accordance with current regulations (art. 13, section 7).

Policy Statement about Artificial Intelligence use: Students in the 2023-24 course are encouraged to responsibly utilize Artificial Intelligence (AI) tools for information analysis and research while upholding academic integrity and complying with ethical and legal standards.

## 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.
- De Pelsmacker, P., Geuens, M. and Van den Bergh, J. (2021). Marketing communications. A European perspective. 7th edition. Pearson.
- 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.
- Hernández, C. (2003). Manual de creatividad publicitaria. Síntesis, Madrid.
- e-Branding (2008). Posiciona tu marca en la Red. NetBiblo.



- 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.