

COURSE PROGRAM

Academic Year: 2024/2025

Identification and characteristics of the course			
Code	500338 502973	ECTS Credits	6
Course name (English)	ADVERTISING COMMUNICATION		
Course name (Spanish)	COMUNICACIÓN PUBLICITARIA		
Degree programs	AUDIOVISUAL COMMUNICATION/JOURNALISM AND DOUBLE DEGREES		
Faculty/School	FACULTY OF DOCUMENTATION AND COMMUNITATION SCIENCES		
Semester	1	Type of course	BASIC/MANDATORY
Module	BASIC (Audiovisual Communication), MANDATORY (Journalism)		
Matter	COMMUNICATION		
Lecturer/s			
Name	Office	E-mail	Web page
MARÍA VICTORIA CARRILLO DURÁN	52	VICDURAN@UNEX.ES	https://bitly.cx/sRb5
Subject Area	AUDIOVISUAL COMMUNICATION AND ADVERTISING		
Department	INFORMATION AND COMMUNICATION		
Coordinating Lecturer (If more than one)	MARÍA VICTORIA CARRILLO DURÁN		
Competencies			
COMPETENCIES FOR THE JOURNALISM DEGREE			
<p>BASIC COMPETENCIES</p> <p>CB2 - Students should be able to apply their knowledge to their work or vocation in a professional manner and possess the competencies typically demonstrated through the development and defense of arguments and problem-solving within their area of study.</p> <p>CB3 - Students should have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include reflection on relevant social, scientific, or ethical issues.</p> <p>CB4 - Students should be able to convey information, ideas, problems, and solutions to both specialized and non-specialized audiences.</p> <p>GENERAL COMPETENCIES</p> <p>CG4 - Understand the techniques and processes of creating and disseminating journalistic messages in the context of media and institutional relations.</p> <p>CG6 - Demonstrate the skills necessary to work in journalistic companies and organizations that require communication services.</p>			

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TRANSVERSAL COMPETENCIES

CT5 - Create a sense of solidarity through respect for different people and cultures; promote equal opportunities and universal accessibility for people with disabilities, as well as a culture of peace, democratic principles, and respect for human rights.

CT7 - Demonstrate the ability to lead professional projects according to the principles of social responsibility.

SPECIFIC COMPETENCIES

CE12 - Evaluate and construct advertising and public relations messages.

CE14 - Understand institutional communication theories and apply them to the operation of communication departments.

CE15 - Develop institutional informative messages.

COMPETENCIES FOR THE AUDIOVISUAL COMMUNICATION DEGREE

BASIC COMPETENCIES

CB1 - Students should have demonstrated knowledge and understanding in a field of study that builds on the foundation of general secondary education, typically at a level that, while supported by advanced textbooks, also includes some aspects involving knowledge from the forefront of their field of study.

CB2 - Students should be able to apply their knowledge to their work or vocation in a professional manner and possess the competencies typically demonstrated through the development and defence of arguments and problem-solving within their area of study.

CB3 - Students should have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include reflection on relevant social, scientific, or ethical issues.

CB4 - Students should be able to convey information, ideas, problems, and solutions to both specialized and non-specialized audiences.

CB5 - Students should have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

GENERAL COMPETENCIES

CG1 - Foster critical, analytical, and reflective abilities in relation to audiovisual phenomena, with technical and aesthetic knowledge of the forms, processes, and trends of visual communication in our environment.

CG2 - Acquire a basic and general knowledge of the main events and messages shaping the current landscape of audiovisual media, iconic and acoustic representations, and their evolution. This spatial dimension of knowledge is fundamental in contributing to the disciplinary diversity and variety of functions of audiovisual communication in contemporary societies.

CG3 - Provide thorough knowledge of the techniques and processes of audiovisual creation and dissemination in their various phases, as well as the interrelationships between the subjects of audiovisual communication: authors, institutions, companies, media, platforms, and audiences. This training will enable creative and professional decision-making in the field of communication and the management of technological and human resources in the industry.

CG4 - Acquire the necessary skills to express oneself clearly and coherently in one's own language, as well as knowledge of other languages, particularly English, for communication in professional practice.

CG5 - Acquire the necessary skills to work in companies associated with the audiovisual industry and organizations that require communication services, plans, and strategies.

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TRANSVERSAL COMPETENCIAS

CT5 - Have the ability to generate a sense of solidarity: the capacity to generate behaviors based on respectful solidarity towards different people and cultures worldwide, equal opportunities and universal accessibility for people with disabilities, values inherent in a culture of peace, democratic principles, and respect for human rights.

CT7 - Have the ability to adequately present the results of work and research, either orally or with the help of media, according to the standards of communication disciplines.

CT11 - Have the capacity to work in a team and communicate one's ideas, as well as the ability to integrate into a common project aimed at achieving results.

CT15 - Have the capacity to establish order and method: the ability to organize and schedule tasks, making priority decisions in the various processes and communication strategies.

CT16 - Have the ability to convey information, ideas, problems, and solutions to both specialized and non-specialized audiences.

SPECIFIC COMPETENCIAS

CE8 - Have the ability to write fluently texts, outlines, or scripts.

CE10 - Have the ability to identify the processes and techniques involved in the management and direction of audiovisual companies.

CE19 - Have the ability to plan communication strategies to serve the interests of companies, institutions, and media.

CE27 - Know, identify, and apply resources, elements, methods, and procedures of the processes of constructing and analysing audiovisual narratives, both linear and non-linear, including the design, establishment, and development of strategies, as well as the application of persuasive communication policies in audiovisual markets.

CE29 - Understand spatial imagery and iconic representations in space, both in still and audiovisual images, as well as the constituent elements of artistic direction. This knowledge also encompasses the relationships between images and sounds from an aesthetic and narrative perspective across different media and audiovisual technologies. It also includes knowledge of psychological models specifically developed for visual communication and persuasion through images.

CE32 - Have the ability to gather and interpret relevant data within the area of audiovisual communication studies to make judgments that include reflection on relevant social, scientific, or ethical issues.

Contents

Course outline

Concept of Advertising and Public Relations - Concept of Advertising and Public Relations.

Types of Commercial Communications - Typology of commercial communications.

Principles and Fundamentals of Advertising Communication - Principles and fundamentals of advertising communication.

Agents Involved in Advertising Communication - Agents involved in advertising communication: advertisers, advertising agencies, media buying agencies, and advertising media.

Advertising Campaigns: Development and Analysis - Advertising campaigns: development and analysis.

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Course syllabus	
TOPIC 1. WHAT ARE WE GOING TO TALK ABOUT? CONCEPTS	
<p>Commercial Communication within Integrated Communication. Advertising, Society, and Culture. Definition of Advertising. Types of Advertising. Traditional Advertising Models.</p> <p>Description of Practical Activities for Topic 1: Practice 1: Learning to View Advertising. Choose a TV commercial and analyze it. Explain the objective it aims to achieve. Identify the target audience. Analyse its creativity and production. Explain why you found it interesting. Discuss the social and cultural implications of the commercial: whether it reflects any social stereotypes or behaviours, makes any statements, or highlights any aspects of society. Provide an overall evaluation. Oral presentation.</p>	
TOPIC 2. WHO DOES COMMERCIAL COMMUNICATION?	
<p>Advertising/Communication Agencies. Evolution of Agencies. Functions and Departments of Agencies. Media Buying Agencies.</p>	
TOPIC 3. WHO ORDERS THE WORK? THE ADVERTISER	
<p>The Advertiser. Organization of the Advertiser: Marketing Department and Communication Department. Agency-Advertiser Relationship.</p>	
TOPIC 4. THROUGH WHICH MEDIA?	
<p>Above the Line or Conventional Media: Radio, Television, Press, Internet, Outdoor, Cinema. Below the Line or Non-conventional Media.</p> <p>Description of Practical Activities: Practice 2: Case Study Conduct an interview with a local or national advertiser, an advertising or communication agency, or a media outlet that inserts advertisements. Prepare a questionnaire with questions about their activities. Conduct the interview. Provide an explanation and analysis of the case. Oral presentation.</p>	
TOPIC 5. HOW IS THE WORK DONE?	
<p>Planning and the Process of a Communication Campaign. Sources of Research in Advertising. Concept of Strategic Planning. The Briefing. Creative Strategy: Content Strategy and Message Encoding Strategy.</p>	

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Media Strategy: The Media Plan.								
Description of Practical Activities for Topic 5: FINAL PRACTICE								
Educational activities								
Student workload in hours by lesson		Lectures	Practical activities				Monitoring activity	Homework
Lesson	Total	L	HI	LAB	COM	SEM	SGT	PS
1	19,75	7				1.5	0,25	11
2	19,25	8					0,25	11
3	19,25	8					0,25	11
4	20,25	8				1,5	0,25	10,5
5	48,5	8			10		0,5	30
Assessment **	23	1			1	1		20
TOTAL	150	40			11	4	1,5	93,5
L: Lectures (85 students) HI: Hospital internships (7 students) LAB: Laboratory or field practices (15 students) COM: Computer room or language laboratory practices (20 students) SEM: Problem classes or seminars or case studies (40 students) SGT: Scheduled group tutorials (educational monitoring, ECTS type tutorials) PS: Personal study, individual or group work and reading of bibliography								
Teaching Methodologies								
Degree in Audiovisual Communication								
<ul style="list-style-type: none"> • Participatory lectures. • Explanation and discussion of content. • Presentation of materials to support the teaching-learning process. • Learning workshops. • Group work. • Individual meetings. • Small group meetings. • Individual student study. • Problem-solving and case analysis through reflection and analysis. • Attendance at conferences and complementary activities. 								
Degree in Journalism								
<ul style="list-style-type: none"> • Analysis and resolution of practical problems. • Learning follow-up activities. • Discussion of content in class. • Group work. • In-class explanation of scheduled topics. 								
Learning outcomes								
Degree in Audiovisual Communication								
<ul style="list-style-type: none"> • Understanding and working with the elements, forms, processes, and structures of communication, as well as communication research methods. • Applying the concept of Information and Public Communication. • Theoretical and practical training in communication skills in interpersonal contexts, large and small groups, and public communication. 								

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- Developing group management and leadership skills.
- Learning to express oneself correctly orally in various settings.
- Learning to use verbal and non-verbal language correctly.
- Learning to work in teams through communication skills.

Degree in Journalism

- Defining the elements, forms, processes, and structures of advertising communication.
- Conceiving and producing commercial communications for various advertising media.

Assessment systems

At the beginning of the course and according to the deadlines indicated by the regulations, students may choose their evaluation method: continuous evaluation or comprehensive evaluation. Therefore, students can select the type of evaluation they prefer but cannot change it during the course or after the formation of practical work groups.

CONTINUOUS EVALUATION

1. Theoretical Part (40% of the final grade):
 - A final exam must be passed with at least 50% correct answers.
 - The exam will be a multiple-choice test with a maximum score of 4.
2. Practical Part (60% of the final grade):
 - Theoretical-Practical Part (20%): Must be passed with at least 50% to be added to the other grades. Group work will be evaluated based on the execution and oral presentation of the two proposed practices, with a maximum of 1 point each. These will be added to the exam score, provided the exam is passed. The practices involve submitting a written report and an oral presentation, ensuring all tasks are completed within the agreed timeframe and adhere to established criteria. Once graded, these cannot be retaken in the first session (January) but can be in the second (June).
 - Final Project (40%): Must be passed with at least 50% to pass the course. This part is mandatory and must be passed independently of the other practical parts to be added to the overall grade (the final project must be passed with at least 2 points out of 4 to pass the course). This group project involves submitting a written report and an oral presentation, ensuring all tasks are completed within the agreed timeframe and adhere to established criteria. Once graded, this cannot be retaken in the first session (January) but can be in the second (June).

GLOBAL EVALUATION

The student can choose the global evaluation. If the global evaluation is chosen, it must be done in a timely manner, in accordance with current regulations.

In this case, the student will take an evaluation with different parts in all calls in which the theoretical and practical aspects of the subject will be evaluated. If this form of evaluation is chosen, it must be communicated to the teacher at the beginning of the course, according to current regulations, and the teacher will indicate how to proceed for the evaluation of the subject in its theoretical and practical aspects.

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The evaluation percentages for this modality are 40% for the theoretical part and 60% for the practical part, with both parts having to be passed with at least half of the score.

Bibliography (basic and complementary)

Carrillo, M.V. y Castillo, A. (2014) Comunicación publicitaria y comunicación corporativa e interna. Mc Graw Hill. Madrid.
 García Uceda, M. (2011) Las claves de la Publicidad, Esic, Madrid. 7ª Ed.
 Rodríguez-Centeno, J.C. y Fernández-Gómez, J. D. (2017) Teoría y estructura de la publicidad. fundamentos de la comunicación publicitaria. Síntesis. Madrid.

Other resources and complementary educational materials

The course includes a virtual classroom on the University of Extremadura's Virtual Campus, which contains the main digital resources necessary for proper course follow-up, including:

- Topics
- Presentations
- Other relevant materials

These resources are designed to support the learning process and ensure students have access to all necessary information and tools.

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