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			
Faculty/School	FACULTY OF DOCUMENTATION AND COMMUNITATION SCIENCES			
Semester	1	Type of course	BASIC/MANDATORY	
Module	BASIC (Audiovisual Communication), MANDATORY (Journalism)			
Matter	COMMMUNICATION			
Lecturer/s				
Name	Office	E-mail		Web page
MARÍA VICTORIA CARRILLO DURÁN	52	VICDURAN@UNEX.ES		
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

BASIC COMPETENCIES
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.
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.

GENERAL COMPETENCIES
CG4 - Understand the techniques and processes of creating and disseminating journalistic messages in the context of media and institutional relations.

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* The sections concerning competencies, course outline, educational activities, teaching methodologies, learning outcomes and assessment systems must conform to that included in the ANECA verified document of the degree program.

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CG6 - Demonstrate the skills necessary to work in journalistic companies and organizations that require communication services.

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.

TRANSVERSAL COMPETENCIES
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 COMPETENCIES
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.

Course syllabus

TOPIC 1. WHAT ARE WE GOING TO TALK ABOUT? CONCEPTS

Commercial Communication within Integrated Communication.
Advertising, Society, and Culture.
Definition of Advertising.
Types of Advertising.
Traditional Advertising Models.

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.

Recommended Annotated Bibliography
Carrillo, M.V. & Castillo, A. (2014). Comunicación publicitaria y comunicación corporativa e interna. McGraw Hill, Madrid. This comprehensive text covers the entire subject matter.
García Uceda, M. (2011). Las claves de la Publicidad. Esic, Madrid, 7th Ed. The first chapter is useful for focusing on advertising within communication, the second chapter specifies the types of advertising, and the chapter on the receiver of advertising communication is also important. This is a basic and introductory text for beginning the study of advertising.

TOPIC 2. WHO DOES COMMERCIAL COMMUNICATION?

Advertising/Communication Agencies.
Evolution of Agencies.
Functions and Departments of Agencies.
Media Buying Agencies.

Recommended Annotated Bibliography
Carrillo, M.V. & Castillo, A. (2014). Comunicación publicitaria y comunicación corporativa e interna. McGraw Hill, Madrid. This comprehensive text covers the entire subject matter.
García Uceda, M. (2011). Las claves de la Publicidad. Esic, Madrid, 7th Ed. Chapter 4, which focuses on the traditional organization and functions of agencies, is particularly useful as a basic text.

TOPIC 3. WHO ORDERS THE WORK? THE ADVERTISER

The Advertiser.
Organization of the Advertiser: Marketing Department and Communication Department.
Agency-Advertiser Relationship.

Recommended Annotated Bibliography
Carrillo, M.V. & Castillo, A. (2014). Comunicación publicitaria y comunicación corporativa e interna. McGraw Hill, Madrid. This comprehensive text covers the entire subject matter.
García Uceda, M. (2011). Las claves de la Publicidad. Esic, Madrid, 7th Ed. Chapter 3 on the sender of advertising communication is particularly relevant.

TOPIC 4. THROUGH WHICH MEDIA?

Above the Line or Conventional Media: Radio, Television, Press, Internet, Outdoor, Cinema.
Below the Line or Non-conventional Media.

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.

Recommended Annotated Bibliography
Carrillo, M.V. & Castillo, A. (2014). Comunicación publicitaria y comunicación corporativa e interna. McGraw Hill, Madrid. This comprehensive text covers the entire subject matter.
García Uceda, M. (2011). Las claves de la Publicidad. Esic, Madrid, 7th Ed. Chapter 12, which distinguishes between print and audiovisual media, is particularly relevant.

TOPIC 5. HOW IS THE WORK DONE?

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.
Media Strategy: The Media Plan.

Description of Practical Activities for Topic 5:
FINAL PRACTICE

Recommended Annotated Bibliography
Carrillo, M.V. & Castillo, A. (2014). Comunicación publicitaria y comunicación corporativa e interna. McGraw Hill, Madrid. This comprehensive text covers the entire subject matter.
García Uceda, M. (2011). Las claves de la Publicidad. Esic, Madrid, 7th Ed. Chapters 6 to 10, which cover strategic planning, campaign creation, message production, and Chapter 11, which covers pre- and post-creation research, product testing, and market studies, are particularly relevant

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
- 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
- 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
- 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.
- 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.

**   Indicate the total number of evaluation hours of this subject.

- 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):
    o A final exam must be passed with at least 50% correct answers.
    o The exam will be a multiple-choice test with a maximum score of 4.
2. Practical Part (60% of the final grade):
    o 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).
    o 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

If this evaluation is chosen, in accordance with the specified deadlines and procedures, the student will take the same final exam as those in the continuous evaluation and complete the same practical work, but may work individually (not in groups) and submit all practical work on the day of the final exam.
- On the exam day, the student will present their work orally to the instructor and submit a written report for each developed project.
- If this evaluation method is chosen, it must be communicated at the beginning of the course as per the current regulations, and the instructor will provide further instructions.
- The evaluation percentages for this method are the same as those for the continuous evaluation method described above.

Bibliography (basic and complementary)

Carrillo, M.V. y Castillo, A. (2014) Comunicación publicitaria y comunicación corporativa e interna. Mc Graw Hill. 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.