

COURSE PROGRAM

Academic Year: 2026/2027

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 Communication 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://bit.ly/Cx/Srb5
Subject Area	Audiovisual Communication and Advertising		
Department	Information And Communication		
Coordinating Lecturer (If more than one)	María Victoria Carrillo Durán		
Competencies			
<p>COMPETENCIES FOR THE JOURNALISM DEGREE</p> <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 defence 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>			

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 – To have the ability to generate a sense of solidarity: the capacity to generate behaviours 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 – To 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 – To 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 – To have the ability to convey information, ideas, problems, and solutions to both specialized and non-specialized audiences.

SPECIFIC COMPETENCIES

CE8 – To have the ability to write fluently texts, outlines, or scripts.

CE10 – To have the ability to identify the processes and techniques involved in the management and direction of audiovisual companies.

CE19 – To 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 – To 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. Definition of Advertising. Types of Advertising. Traditional Advertising Models.								
TOPIC 2. WHO DOES COMMERCIAL COMMUNICATION?								
Advertising/Communication Agencies. Evolution of Agencies. Functions and Departments of Agencies.								
TOPIC 3. WHO ORDERS THE WORK? THE ADVERTISER								
The Advertiser. Organization of the Advertiser: Marketing Department and Communication Department. Agency-Advertiser Relationship.								
TOPIC 4. THROUGH WHICH MEDIA?								
Controlled/Above the Line or Conventional Media: Radio, Television, Press, Internet, Outdoor, Cinema. Estimated/Below the Line or Non-conventional Media.								
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.								
Educational activities								
Student workload in hours by lesson		Lectures	Practical activities				Monitoring activity	Homework
Lesson	Total	L	HI	LAB	COM	SEM	SGT	PS
1	30	7			2	1.5	0,25	19.25
2	30	7			2	1.5	0,25	19.25
3	30	7			2	1.5	0,25	19.25
4	30	7			2	1.5	0,25	19.25
5	30	7			2	2	0,5	18.5
Assessment		1			1			
TOTAL	150	36			11	8	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.
- Conceiving and producing commercial communications for various advertising media.

Assessment systems

Students may choose, at the beginning of the course and in accordance with the deadlines established by the relevant regulations, the assessment mode: continuous assessment or final (global) assessment. Therefore, students may select their preferred assessment type, but they will not be allowed to change it during the course.

CONTINUOUS ASSESSMENT

1. **Theoretical component (40% of the final grade):**
A final exam must be passed with at least 50% correct answers.
The exam will be multiple-choice, and its maximum contribution to the final grade will be 4 points.
2. **Practical component (60% of the final grade):**
The practical activities to be completed are mandatory and carried out in

groups. Each practical activity must be passed independently, and they must also be passed separately from the theoretical component. This component is not retakeable in the first examination session, but it may be retaken in the second session.

GLOBAL (FINAL) ASSESSMENT

Students may choose the global assessment option in due time and form, in accordance with current regulations. In this case, students will take, in all examination sessions, a single test composed of different sections assessing both the theoretical and practical aspects of the course.

If this assessment mode is selected, it must be communicated to the lecturer at the beginning of the course, in accordance with current regulations.

The weighting of this assessment mode is 40% for the theoretical component and 60% for the practical component, with both parts required to be passed independently.

Bibliography (basic and complementary)

Bassat, L. (2017). El libro rojo de la publicidad (Ideas que mueven montañas) (Ed. actualizada). Debolsillo.
 Carrillo, M.V. y Castillo, A. (2014) Comunicación publicitaria y comunicación corporativa e interna. Mc Graw Hill. Madrid.
 González Lobo, M. A. (Coord.). (2018). Manual de publicidad. ESIC Editorial.
 Kotler, P., Kartajaya, H., & Setiawan, I. (2021). Marketing 5.0: Technology for humanity. Wiley.

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:

- Presentations
- Other relevant materials

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