

1.- SUBJECT		
1.1.- TOPIC (ÁREA OF KNOWLEDGE)	Business Communication	
1.2.- NAME	Advertising and Branding	
2.- LECTURER	Elena Ascarza Ugalde	
3.- GENERAL DETAILS		
3.1.- TYPE	Optional	
3.2.- ECTS CREDITS	6	
3.3.- YEAR	Third	
3.4.- SEMESTER	Second	
3.5.- LANGUAGE	English	
4.- GENERAL COMPETENCIES	CG1	Analyse and synthesise phenomena and situations
	CG2	Plan and organise projects, setting objectives and priorities, establishing activities, schedules and resources and supervising the implementation
	CG7	Innovate and apply lateral thinking in problem solving and decision making.
5.- SPECIFIC COMPETENCIES	CE9	Use the different types of commercial and market research, interpret and apply the results in decision making
	CE16	Take decisions on marketing-mix management
	CE19	Understand the different forms of business communication, especially advertising and public relations, and set up or contract a communications campaign
6.- CONTENTS	<ol style="list-style-type: none"> 1. ADVERTISING <ul style="list-style-type: none"> • Evolution of the concept: a relevant tool in marketing strategies • New media and new advertising services based on Artificial Intelligences • Legal aspects and paid media 2. THE ADVERTISING BRIEFING <ul style="list-style-type: none"> • Introduction: Concept definition and use of it • Information required for a useful brief • Briefing models 3. CREATIVITY <ul style="list-style-type: none"> • Introduction • Creative strategy • Storytelling and Story doing 4. MEDIA PLANNING TODAY <ul style="list-style-type: none"> • Introduction • Brand safety • Digital tendencies and new formats: OOH - Out of Home Advertising • EGM: Estudio General de Medios & Basque Media Panorama: (CIES) 5. ADVERTISING AGENCIES <ul style="list-style-type: none"> • Introduction • Creative agencies • Media Planning Agencies • Digital Agencies 	

	<ul style="list-style-type: none"> Graphic Studios <p>6. THINKING ABOUT THE FUTURE OF ADVERTISING</p>							
6.	<p>The methodology of the subject will combine the presentation of concepts prepared by the students and contrasted with the teacher, with direct observation of the advertising market in its various facets.</p> <p>The presentations will be accompanied by practical work that allows students to put the acquired knowledge into practice. Thus, it will be known what the advertising and media agency sector is like, as well as the trends that are setting the new course that the advertising world has taken.</p>							
8.- LEARNING OUTCOMES	Have knowledge of and be able to implement the processes and resources required to run advertising campaigns.							
	Be familiar with and know how to use new technology applied to business communications: intranets for internal communication and the Internet as a strategy for building relationships with external audiences.							
9.- EVALUATION CRITERIA	Criteria	Competencies	Value (%)					
	Become capable to carry out and analyze creative strategies (briefing) and media (planning).	CG1, CG2, CG7	40%					
	Assignments on analysis of advertising actions and debates.	CG2, CG7, CE16, CE19	50%					
	Attitude, attendance and participation.		10%					
	General comments							
	Continuous assessment.							
	Comments on resits							
	The evaluation in extraordinary call may be carried out by examination or presentation of work at the discretion of the professor.							
	Comments on students from previous years							
The evaluation in extraordinary call may be carried out by examination or presentation of work at the discretion of the professor.								
10.- BIBLIOGRAPHY	<p>Confessions of an advertising man, DAVID OGILVY, SouthBank Publishing, 1963</p> <p>El libro rojo de la publicidad, LLUIS BASSAT, 1993</p> <p>The brand handbook, WALLY OLLINS, 2008</p>							
11.- EVALUATION CRITERIA SCHEDULE	Criteria	Jan.	Feb.	Mar.	Apr.	May	Total	
	Advertising Challenge					40%	40%	
	Assignments on analysis of advertising actions and debates.			25%	25%		50%	
	Attitude, attendance and participation.	10%						10%
	Total							100%