

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

	<ul style="list-style-type: none"> <li>Basque Media Panorama: (CIES)</li> </ul> <p>5. ADVERTISING AGENCIES:</p> <ul style="list-style-type: none"> <li>Introduction</li> <li>Creative agencies</li> <li>Media Planning Agencies</li> <li>Digital Agencies</li> <li>Graphic Studios</li> <li>New formats and trends</li> </ul>						
<b>7. METHODOLOGY</b>	<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>						
<b>8.- LEARNING OUTCOMES</b>	<p>Have knowledge of and be able to implement the processes and resources required to run advertising campaigns.</p> <p>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.</p>						
<b>9.- EVALUATION CRITERIA</b>	<b>Criteria</b>		<b>Skills</b>		<b>Value (%)</b>		
	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%		
	<b>General comments</b>						
	Continuous evaluation.						
	<b>Comments on resits</b>						
	The evaluation in extraordinary call may be carried out by examination or presentation of work at the discretion of the professor.						
	<b>Comments on students from previous years</b>						
	The evaluation in extraordinary call may be carried out by examination or presentation of work at the discretion of the professor.						
<b>10.- BIBLIOGRAPHY</b>	<p>Confessions of an advertising man, DAVID OGILVY, SouthBank Publisihng, 1963</p> <p>El libro rojo de la publicidad, LLUIS BASSAT, 1993</p> <p>The brand hand book, WALLY OLLINS, 2008</p>						
<b>11.- EVALUATION CRITERIA SCHEDULE</b>	<b>Criteria</b>	<b>Jan.</b>	<b>Feb.</b>	<b>Mar.</b>	<b>Apr.</b>	<b>May</b>	<b>Total</b>
	Advertising Challenge					40%	40%
	Assignments on analysis of advertising actions and debates.			25%	25%		50%
	Attitude, attendance and participation.	10%					10%
	<b>Total</b>						<b>100%</b>