



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	<table border="1"><tr><td>CG1</td><td>Analyze and synthesize phenomena and situations</td></tr><tr><td>CG2</td><td>Plan and organize projects , setting objectives and priorities, establishing activities, schedules and resources and supervising the implementation</td></tr><tr><td>CG7</td><td>Innovate and apply lateral thinking in problem solving and decision making.</td></tr></table>	CG1	Analyze and synthesize phenomena and situations	CG2	Plan and organize 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.
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5.-SPECIFIC COMPETENCIES	<table border="1"><tr><td>CE9</td><td>Use the different types of commercial and market research, interpret and apply the results in decision making</td></tr><tr><td>CE16</td><td>Take decisions on marketing-mix management</td></tr><tr><td>CE19</td><td>Understand the different forms of business communication, especially advertising and public relations, and set up or contract a communications campaign</td></tr></table>	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
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6.- CONTENTS	<ol style="list-style-type: none">1. ADVERTISING<ul style="list-style-type: none">• Evolution of the concept• A tool in marketing strategies2. THE BRIEF<ul style="list-style-type: none">• Introduction• Concept definition and use of it• Briefing models3. CREATIVITY<ul style="list-style-type: none">• Introduction• Creative strategy• Storytelling and Storydoing• Dentsu Brave Creative Trends• Most Contagious Creative Report4. 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 • Graphic Studios • New formats and trends 																																			
7. METHODOLOGY	<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	<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>																																			
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10.- BIBLIOGRAPHY	<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>																																			
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