Universitat de Lleida

DEGREE CURRICULUM

ADVERTISING

Coordination: SERRANO TOLDRÁ, JUDIT

Academic year 2020-21

ADVERTISING 2020-21

Subject's general information

<table>
<tr><td>Subject name</td><td>ADVERTISING</td></tr>
<tr><td>Code</td><td>101935</td></tr>
<tr><td>Semester</td><td>2nd Q(SEMESTER) CONTINUED EVALUATION</td></tr>
<tr><td>Typology</td><td>
<table>
<tr><th>Degree</th><th>Course</th><th>Character</th><th>Modality</th></tr>
<tr><td>Bachelor's Degree in Audiovisual Communication and Journalism</td><td>3</td><td>COMPULSORY</td><td>Attendance-based</td></tr>
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<tr><td>Course number of credits (ECTS)</td><td>6</td></tr>
<tr><td>Type of activity, credits, and groups</td><td>
<table>
<tr><th>Activity type</th><th>PRAULA</th><th>TEORIA</th></tr>
<tr><td>Number of credits</td><td>3</td><td>3</td></tr>
<tr><td>Number of groups</td><td>2</td><td>2</td></tr>
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<tr><td>Coordination</td><td>SERRANO TOLDRÁ, JUDIT</td></tr>
<tr><td>Department</td><td>CATALAN STUDIES AND COMMUNICATION</td></tr>
<tr><td>Teaching load distribution between lectures and independent student work</td><td>Hybrid teaching modality:
- Face-to-face hours (HP): 15 sessions of 1.5 hours (one per week) = 22,5 HP
- Non-face-to-face hours (HNP): 127,5 HNP</td></tr>
<tr><td>Important information on data processing</td><td>Consult this link for more information.</td></tr>
<tr><td>Language</td><td>Catalan and Spanish (Group 1)
English (Group 2)</td></tr>
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ADVERTISING 2020-21

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
SERRANO TOLDRÁ, JUDIT	judit.serrano@udl.cat	6	
TORRES PURROY, HELENA	helena.torres@udl.cat	6	

Subject's extra information

This subject wants to introduce students into the communicative and business world of advertising through two pillars: advertising analysis and advertising creation.
We will discover the origins of advertising and we will advance until we reach the most innovative advertising trends of the moment.
We will learn the process of creation of the idea and the process with the client company, the structures of the advertising agencies and the consequences of the industry in the whole of the information and communication society.

***Due to the uncertain situation caused by the COVID-19 pandemic, all the planning contained in this document may be altered. Depending on the evolution of the pandemic, face-to-face sessions might be replaced by online sessions and vice versa.**

Learning objectives

Provide resources to students to help them achieve theoretical and practical knowledge about the world of advertising communication, encouraging their analytical and creative capacity. Help to discover and develop:
- Communication trends in institutions, organizations and companies.
- The sociology and deontology of advertising communication. Basic principles of the persuasive advertising message.
- Basic foundations of the advertising process.
- Discover advertising agents and the relationships established between them: advertiser, agency, media, target, audience, consumer.
- Discover genres and advertising formats.

Competences

Basic:
CB5. Know how to develop those learning skills necessary to undertake further studies with a high degree of autonomy.

General:
CG2. Develop the capacity for organization and planning.
CG3. Apply theoretical knowledge in practical activity.
CG6 Develop creativity, innovation and competitiveness.

Specific

CE7. Identify and apply the ethical foundations and professional deontology in the exercise of activities related to #los media.

CE16. Develop and apply knowledge on management of institutional and business communication, as well as on different strategies in the areas of corporate and advertising communication.

Transversal:
CT4. Acquire basic knowledge of entrepreneurship and professional environments.

Subject contents

PART 1: Introduction to advertising

T1 Definition of advertising. The relationship between advertising and marketing concepts

T2 Components and elements of advertising. Advertising typologies

T3 Historical evolution of advertising and its elements. Current situation

PART 2: Agents of the advertising industry

T4 The advertiser company

T5 The advertising companies. The media agency. The production company

T6 The media

T7 The consumer

PART 3: The advertising message and the creative process

T8 Effects of advertising. Features of the advertising message and design

T9 The advertising campaign I. Creation. The advertising campaign II. The execution

T10 New forms of advertising and new professional profiles

T11 Advertising law and ethics

Methodology

Hybrid teaching methodology (combines face-to-face hours -in the classroom- and non-face-to-face hours):

A) Face-to-face hours in the classroom
- Master classes: Presentation of the contents of the subject orally by the teacher.
- Directed debate: To promote oral expression and comprehension in a group conversation in which the topic can be prepared, but the development of the interventions cannot.
- Collaborative activity: Learning activity that must be done through the collaboration of members of a group.
- Written work: Activity consisting in the submission of a written document.
- Case study: Method used to study an individual, an institution, a problem, etc. in a contextualised and detailed way.

B) Non-contact hours: online monitoring or self-employment
- Videoconferences (synchronous -live- or recorded): Online presentation of the contents of the subject orally by the teacher.
- Autonomous work by students: practices, exercises, assigned readings or studying other materials, questionnaires, etc.
- Online discussions and resolution of doubts through virtual forums and / or videoconferences.
- Tutorials: guidance, advice and resolution of doubts in small groups or individually.

Evaluation

Assessment tasks	Individual (I) or Group (G)	%
Practice I: advert analysis project	G	15%
Practice II: campaign project - advert creation	G	20%
Oral presentation	G	10%
Exam Part 1	I	10%
Exam Part 2	I	10%
Final exam	I	30%
Attendance, participation in debates and small activities, both in class and online	I	5%

Total: 100%

Observations:

- Given the situation caused by the COVID-19 pandemic, ALL EXAMS, both partial and final, will be ONLINE for the two class groups. For GROUP 1 (Catalan/Spanish), partial exams will be on March 8 at 3pm (online) and on April 30 at 3pm (online). For GROUP 2 (English), the dates of the partial exams will be communicated in class. The final exam FOR BOTH GROUPS will take place on the date marked by the official academic calendar, on June 18 at 4 pm (online). The resit of the final exam will take place on June 29 at 12 pm (online).

- You must pass the final exam with a minimum grade of 5 (out of 10) in order to pass the subject.

- The only assessment task that can be resat is the Final exam (30%).

-Students who combine their degree with a full-time job have the right to ask for alternative assessment within 5 days after the beginning of the semester. For more information, please send an e-mail to academic@lletres.udl.cat or ask for more information at the Secretary of the Faculty of Arts (Secretaria de la Facultat de Lletres).

Information on data protection in the audiovisual registering in the subject:

In accordance with current regulations on the protection of personal data, we inform you that:

- The organisation responsible for the recording and use of the image and voice is the University of Lleida - UdL (contact details of the representative: General Secretariat. Plaza Víctor Siurana, 1, 25003 Lleida; sg@udl.cat; contact details of the data protection officer: dpd@udl.cat).

- The recorded images and voices shall be used exclusively for teaching purposes.

- The recorded images and voices shall be saved and preserved until the end of the current academic year, and shall be destroyed in accordance with the terms and conditions specified in the regulations on the preservation and disposal of administrative documents of the UdL, and the documentary evaluation tables approved by the Generalitat de Catalunya (http://www.udl.cat/ca/serveis/arxiu/).

- The voices and images are considered necessary to teach this subject, and teaching is a right and a duty of the teaching staff of the Universities, which they must exercise under academic freedom, as provided for in article 33.2 of the Organic Law of Universities (Ley Orgánica de Universidades) 6/2001, of December 21. For this reason, the UdL does not need the consent of the students to register their voices and images with the sole and exclusive purpose of teaching in this particular subject.

- The UdL shall not transfer the data to third parties, except in the cases strictly provided for by the Law.

- The student can access their data; request correction, deletion or portability; object to its processing and request its limitation, as long as it is compatible with the purposes of teaching, by writing to dpd@udl.cat. You can also submit a complaint to the Catalan Data Protection Authority, via a mail to its website (https://seu.apd.cat) or other non-electronic means.

Bibliography

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