



Universitat de Lleida

# DEGREE CURRICULUM **ADVERTISING**

Coordination: SERRANO TOLDRA, JUDIT

Academic year 2023-24

**Subject's general information**

<b>Subject name</b>	ADVERTISING			
<b>Code</b>	101935			
<b>Semester</b>	2nd Q(SEMESTER) CONTINUED EVALUATION			
<b>Typology</b>	<b>Degree</b>	<b>Course</b>	<b>Character</b>	<b>Modality</b>
	Bachelor's Degree in Audiovisual Communication and Journalism	3	COMPULSORY	Attendance-based
<b>Course number of credits (ECTS)</b>	6			
<b>Type of activity, credits, and groups</b>	<b>Activity type</b>	PRAULA		TEORIA
	<b>Number of credits</b>	3		3
	<b>Number of groups</b>	2		2
<b>Coordination</b>	SERRANO TOLDRA, JUDIT			
<b>Department</b>	PHILOLOGY AND COMMUNICATION			
<b>Teaching load distribution between lectures and independent student work</b>	Hybrid teaching modality: - Face-to-face hours (HP): 30 2-hour sessions = 60 HP - Autonomous work (TA): 90 TA hours.			
<b>Important information on data processing</b>	Consult <a href="#">this link</a> for more information.			
<b>Language</b>	Catalan and Spanish (Group 1) English (Group 2)			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
SERRANO TOLDRA, JUDIT	judit.serrano@udl.cat	6	
VENTURA ALVAREZ, RAFAEL	rafael.ventura@udl.cat	7,2	

## Subject's extra information

This subject wants to introduce students to 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.

## 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 the 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 0: 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 1: Agents of the advertising industry**

T4 The advertiser company

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

T6 The media. Digital Marketing and Advertising. Media planning strategies

T7 The consumer

### **PART 2: The advertising message and the creative process**

T8 Effects of advertising. Features of the advertising message and design. Sexist advertising and women's role in advertising content

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

### **Face-to-face hours -in the classroom- and autonomous work:**

#### **A) Face-to-face hours in the classroom**

- Masterclasses: 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.
- Tutorials: guidance, advice and resolution of doubts in small groups or individually.

#### **C) Autonomous work (TA)**

- Autonomous work by students: practices, exercises, assigned readings or studying other materials, questionnaires, etc.
- Online discussions through virtual forums.

## Development plan

Feb.

Part 1

Mar. - Apr.	Part 2
Apr. - May	Part 3

The schedule with the specific content of each class and the dates of the tests and assignments will be facilitated in the first class, when the subject will be presented.

## Evaluation

Assessment tasks	Individual (I) or Group (G)	%
Practice I: Advert analysis project	G	15%
Practice II: Campaign project - advert creation	G	25%
Oral presentation	G	10%
Exam Part 0	I	5%
Exam Part 1	I	5%
Final exam	I	30%
Attendance, participation in debates and small activities, both in class and online	I	10%

Total: 100%

### SUMMARY:

- Projects: 40%
- Written exams: 40%
- Class attendance and Oral presentation: 20%

### OBSERVATIONS:

- The only assessment task that can be resat is the Final exam (30%).
- Plagiarism is not permitted. If plagiarised material is detected, what is established in the 'Regulations for the Assessment and Grading of Student Learning in UdL Bachelor's and Master's Degrees' will be applied.
- The subject's assessment is continuous. Students who combine their degree with a full-time job or a part-time job with schedules coinciding with classes have the right to ask for alternative assessment within 5 days after the beginning of the semester. For information, please send an e-mail to [academic@lletres.udl.cat](mailto:academic@lletres.udl.cat) or ask for information at the Faculty's office (Secretaria de la Facultat de Lletres).
- The alternative evaluation consists of: advertising creation practice (25%) + oral presentation (25%) + advertising analysis (20%) + final exam (30%). The student must specify the exact day and hour of delivery and exposure with the teacher. The advertising analysis and the exam will be done on the same day and hour as the final exam of the continuous evaluation group. The only mechanism with recovery is the final exam.

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