

HISTORY OF ADVERTISEMENT AND PUBLIC RELATIONS

COURSE: FIRST

SEMESTER: FIRST

TYPE: BASIC FORMATION

CREDITS: 6

LANGUAGE: ENGLISH

PROFESSOR: [DRA. ROSALINA ALCALDE](#)

OBJECTIVES:

Giving the students basic theoretical knowledge concerning the development, evolution and the most outstanding contributions of Advertisement and Public Relations through their history. As well as the analysis of the professionals that have, made Public Relations developed until our days. The subject also pretends to help the students understand all the basic concepts of both professions, through practical exercises specially related with the ideas, strategies, and fundamental creativities of communication and advertisement.

COMPETENCES:

BASIC

- **CB1** - Having and understanding knowledge in an area of study based on secondary general education, and usually finding them at a level based on advanced text books but also including some aspects involving knowledge coming from their study field's vanguard.

- **CB2** - Capacity to gather and interpret relevant data (normally inside of their study area) to issue judgements that include reflections over important social, scientific and ethical topics

GENERAL

- **CG1** - Developing of linguistic skills, learning to express adequately and convincingly in different situations of oral and written communication in English and the language of the community.
- **CG7** - Capacity to critically assess opinions, situations and actions in their working environment, including their own.

SPECIFICS

- **CE5** – Identifying and recognizing the relevant changes in the historical evolution of the company in general, and particularly changes concerning advertisement, marketing, markets prospection and public relations.

LEARNING OUTCOMES:

- **R1** – Students will be able to comment historical texts with certain level of complexity
- **R3** – Students will be able to contextualize the origins and evolution of advertisement activity with the evolution of western societies.

- **R4** – Students will acquire knowledge to indicate the influence of diachronic events of communication and advertisement activity as causal element of the actual professional and enterprise context.
- **R7** - Students will be able to write texts with clarity concerning historical aspects of advertisement and communication.

CONTENT:

1. Advertisement: conceptualization, contexts and languages

- Context and definition of advertisement
- History: historical methods and speeches
- Advertisement language in media context

2. Advertisement before printing

- Predecessors of Advertisement
- Classic world – Egypt, Greece, Rome – and Middle Ages
- Trade routes and publicity
- Oral and written advertisement

3. Birth of Advertisement

- Mercantile European cities and first journalist appearances
- Printing and its revolution
- Printing freedom and advertisement
- Advertisement in press origin
- Advertisement in illustration

4. The first advertisers, the first theorists

- The French from Renaudot to Girardin
- Contributions of North Americans and British
- An early critic, Henry Fielding

5. Nineteenth century

- Advertisement, liberal press support
- Economical rising with industrial revolution and its impact on advertisement expansion
- Postal service, railway and advertisement
- Photography and advertisement
- Features of advertisement message in 19th century
- Advertisements by words
- Birth of advertisement agencies

6. Twentieth century: the century of Advertisement

- The poster
- Consolidation of advertisement agencies
- The innovators: Lasker, Kennedy and Hopkins
- Advertisement features in vanguard times and between wars
- The effect of new media: radio, cinema, illustrated magazines
- Crack of 29 and “New Deal”
- Advertisement, fashion and forward sales

7. Television and its impact on advertisement

- Appearance of TV, deep changes in advertisement
- The spot or domain of image
- Head or tail of television advertisement
- Advertisement and informatics

3. Advertisement in consumer society

- Features of advertisement in today's world
- Evolution of investment in advertisement media
- A world without advertisement: The USSR
- The control of advertisement in advanced societies and debate over advertisement ethics
- Features of legal framework of advertisement

4. Advertisement diversification

- Definitive crisis of traditional advertisement
- From agencies to purchasing networks
- Times of marketing and teleshopping
- Advertisement in the age of media privatization
- Critics to advertisement activity: from saturation to dishonesty

5. From Consumer Society to Information Societies

- The industry of knowledge

- Post-capitalism society
- The global village
- The net society

6. Advertisement and culture reproduction

- Races
- Social Class
- Gender
- Other

7. Advertisement in Spain (I)

- Innovators in press: from Nipho to Santa Ana
- Appearances of agencies
- Initial features of advertisement in Spain
- The first expansion. Years ten and twenty
- Figure of Prat Gaballi
- Poster artists
- Advertisement in the Republic and war

8. Advertisement in Spain (II)

- Advertisement crisis after Civil War
- Multiple expansion of the sixties
- Press, radio, cinema... and television
- Advertisement made profession and standard
- Advertisement in democracy

- 1988 law
- Basic features of today's advertisement in Spain. Creativity and organization
- Public Relations in Spain

9. Future trends

- Advertisement in product sales, services and image in new media
- Advertisement multinationals
- Online commerce, Internet and Advertisement

EVALUATION SYSTEM:

The evaluation will consist of three different instruments whose weights are indicated below:

1. Student's Folder (40%): these will combine individual and group work, but the evaluation folder will contain the work done during the workshops. These activities are not subject to be recovered. The weighting will be:
 - a. Preparation: 50% (readings, material consulted, questions)
 - b. New reflections and work in the classroom: 20%
 - c. Review and improvement: 20%
 - d. Extension of the activities with new material:10%
2. Group activity (30%): in groups of maximum five people there will be an activity about an aspect related to the History of Advertisement and Public Relations. This activity will be a scientific research presented using new

technologies and it will address the study from some of the different perspectives (aesthetic, politics, ethics, economy, critics, history...). It must follow the rules of citation, bibliography and writing contemplated in an academic activity. It will have to be handed in during the last academic week of December. The project will have a writing part that will weight 90% and the oral presentation 10% which will have place during the last academic week of the term. This is not subject to be recovered.

3. Test (30%): there will be one partial tests weighting 30%. The dates will be announced at the beginning of the term. The minimum grade of each exam is 5. It is subject to recovery.

- If the student pass successfully the practical part of the continued evaluation but he has failed the exam, he will have the chance to recover the exams in the “complementarians” period, in order to improve the marks.
- More than 20 grammatical mistakes in students works and activities will be causes for suspense.
- Each grammatical fault will subtract 0,1 point.
- Plagiarism is not allowed and will be cause for fault

METHODOLOGY:

This course combine two methodology: Flipped Classroom and Learning by Project. The Flipped Classroom (FC) is a pedagogical model that transfers the work of certain learning processes outside the classroom and uses class time,

together with the experience of the teacher, to facilitate and enhance other processes of knowledge acquisition and practice within the classroom.

Through classroom sessions, the teacher will expose contents of the program, main subjects of the learning units and will propose different activities and research questions to be resolved in time class. Furthermore, the students must to prepare the unit by videos, podcasts and readings prepared by the teacher before they come to the classroom.

Students will go on making a personal Student 's Folder. At the end of the courses this personal folder it will be evaluated by the teacher.

Additionally, students will work in a research project by group. With their respective oral presentations at the end of the academic period. These projects will take part of some workshops.

The personal work is absolutely necessary to follow the everyday lesson. This personal work will consist to prepare material like videos, podcasts and readings. Teacher will provide all the material by the virtual campus. This will be an a central tool for the course. Technologies will be a central instrument in this course. Students will need to work at classroom laptops, tablets or smartphones.

REFERENCE BOOKS:

Tungate, M. (2013). *Adland. A Global history of Advertising*. Ed. Kogan Page: London.

Eguizábal Maza, R. (2011). *Historia de la Publicidad*. Ed. Fragua: Madrid.

COMPLEMENTARY BIBLIOGRAPHY:

Complementary bibliography will be proposal in each project and activity.

ACTIVITIES, COMPETENCES AND HOURS OF DEDICATION

ACTIVITIES	EVALUATION	COMPETENCES	CONDITIONING	DEDICATION
STUDENT'S FOLDER There will be 5 projects per Learning Unit. Each project is composed of different activities aimed at covering each thematic unit and will be carried out in the classroom. The Student's Folder must be integrated by the preparatory work of the activities for each session, the development in each session and the extension (optional) at home.	40%	CB1 +CB2 -+CG1 - +CE5 +CG7 R1+R3 +R4 +R7.	Individual In 2 mandatory deliveries stipulated to evaluate the process. Delivery I: Project 1, 2, 3. Delivery II: Project 4, 5. To apply for the evaluation of the Student's Folder, all activities must have been carried out and at least 80% of the sessions attended. The final note of C.E. it will be the product of the average grade of each project. Only the average below 4 will be made in one of the projects. The rest must reach the minimum grade of 5. Not recoverable	70h
GROUP PROJECT Groups of maximum 5 people. Each group will study the historical evolution of a product / brand / values/social group/ others	30%	CB2+CG1 +CG7+CE5 +R1+ R3+R4	Group To apply for the group work option, the projects of the Student's Folder must have been carried out Not recoverable	20h
Test: concepts and cases	30%	CB2+CG1 +CG7+CE5 R1+ R3+R4	To complete the exam, the Student's Folder must be completed. The approved is from 5 Recoverable in complementary CLASS HOURS	20h
				60h
TOTAL HOURS OF DEDICATION				170h