

FOUNDATIONS AND STRATEGIES OF ADVERTISING AND PUBLIC RELATIONS

COURSE: THIRD

SEMESTER: FIRST

TYPE: OBLIGATORY

CREDITS: 6

LANGUAGE: ENGLISH

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OBJECTIVES:

Advertisement, Marketing and Public Relations are three professional activities in which the strategic communication is key when it comes to achieving objectives according to the business sector. That is the reason why the main objective in this subject is getting the students to know how to analyze and use the strategies and tools needed to reach a successful communication given previous objectives, adapting to each public, depending on the sector, company, institution and/or organization where they are dedicating their professional activity.

The students will have the tools and specialized knowledge to achieve an optimal strategic planning, based in complementing theoretical and practical concepts, with real life cases, where they can develop as Planners.

COMPETENCES:

BASIC

- **BC2** - Students can apply their knowledge and professional skills in the workplace and have necessary skills which can be demonstrated when they engage in developing and defending arguments and solve problems in their area of study.

GENERAL

- **GC1** - Students gain linguistic skills and can express themselves accurately and effectively in different oral and written communication situations, in languages typical of their community and in English.

SPECIFICS

- **EC2** - To design, plan and manage corporate identities and graphics and visual elements that are to be applied in campaigns study marketing and advertising.
- **EC4** - Manage the fundamental tools of Strategic Marketing for applying them in the field of marketing in national markets, especially in international markets
- **EC6** - Students can effectively listen, negotiate, persuade and communicate (orally and written), using the means of the business world, like reports and their presentation about specific situations concerning advertisement and Public Relations.

LEARNING OUTCOMES:

- **R3** - Planning communication activities to different organizations: public institutions, private companies, social organizations, political parties, news media, etc.
- **R4** - Analyzing different publics to consider them as target through Public Relations (external, internal, etc.)
- **R5** - Analyzing the strategies and tools needed to reach a successful communication achieving the established objectives.
- **R6** - Using the strategies and tools needed to reach a successful communication achieving the established objectives.

CONTENT:

The subject will cover the following topics:

- Deepening into strategic concepts (markets, brands, consumer...).
- Analysis & context (communicational, social, political, legal, ethical).
- Strategic Planning models and cases.
- Updated considerations on market analysis and research.
- Research, planning, implementing, evaluating and reflecting on communication strategy plan.

1. Introduction

- Fundamentals of Advertising and Public Relations Strategies
- Planning Techniques
- Strategic Communication

- Persuasive Communication

2. Conceptual Analysis of Strategy

- Strategy as a reference
- Perspective and vision
- Relationship with the environment

3. Advertising

- Strategic Planning of Advertising
- Advertising as a Marketing tool
- Main models
- Process, Phases and Conditioners

4. Public Relations

- Strategic Planning of Public Relations
- Investigation
- Function, Phases and Methods

5. Strategic Plan

- Strategic Management Process
- Strategic Advertising Plan
- Strategic Public Relations Plan

EVALUATION SYSTEM:

There will be two partial exams that will have a value of 40% of the final grade the remaining 60% will be obtained from three activities, attendance and active participation in class, in addition to the activities oral presentations:

- **Partial Exam I:** 20% - Minimum grade to pass 5/10 (five out of 10). Susceptible of recovery by means of a complementary examination, as long as the student has correctly developed the complete continuous evaluation.

- EVALUATED COMPETENCES:

BC2+GC1+EC2+EC4+EC6

- EVALUATED LEARNING OUTCOMES:

R3+R4+R5+R6

- DEDICATION: 20 STUDY HOURS.

- **Partial Exam II:** 20% - Minimum grade to pass 5/10 (five out of 10). Susceptible of recovery by means of a complementary examination, as long as the student has correctly developed the rest of the continuous evaluation.

- EVALUATED COMPETENCES:

BC2+GC1+EC2+EC4+EC6

- EVALUATED LEARNING OUTCOMES:

R3+R5+R6

- DEDICATION: 20 STUDY HOURS.

- **Activity I:** 15%. Mandatory. GROUP work. The student must do it and deliver it on the stipulated date in order to be able to prove the correct development of the

continuous evaluation. This work will consist of a written delivery about Advertising Strategies.

- EVALUATED COMPETENCES:

BC2+GC1+EC2+EC4+EC6

- EVALUATED LEARNING OUTCOMES:

R3+R5+R6

- DEDICATION: 20 HOURS.

• **Activity II:** 15%. Mandatory. GROUP work. The student must do it and deliver it on the stipulated date in order to be able to prove the correct development of the continuous evaluation. This work will consist of a written delivery about Public Relations Strategies.

- EVALUATED COMPETENCES:

BC2+GC1+EC2+EC4+EC6

- EVALUATED LEARNING OUTCOMES:

R3+R4+R5+R6

- DEDICATION: 15 HOURS.

• **Activity III:** 30%. Mandatory. GROUP work. The student must do it and make the different deliveries on the stipulated dates for the correct monitoring by the teacher and for the correct monitoring of the subject itself and its continuous evaluation by the students. This part will have a value of 20%. The students can make the oral presentation, as long as they have made the partial deliveries of the activity. This part will have a value of 10%. Both parts (written work and oral

presentation) are mandatory. Each group will perform a different activity so that each of the presentations will have associated a debate to delve into the topic discussed. This activity will cover a whole year brand strategic development.

- EVALUATED COMPETENCES:
BC2+GC1+EC2+EC4+EC6
- EVALUATED LEARNING OUTCOMES:
R3+R4+R5+R6
- DEDICATION: 30 HOURS.

In addition, the teacher will take into consideration the evolution, progress, proactivity, effort and development of the continuous evaluation; besides taking into account the assistance and active participation. An outstanding consideration will be given to the contributions made by the students.

In the event that a student, having correctly developed the practical part of the continuous evaluation, doesn't pass one or both partial exams may have the chance to retake the exam in the complementary period, in order to guarantee the option of improvement.

IN CLASS TIME: 60 HOURS.

TOTAL DEDICATION: 165 HOURS

METHODOLOGY:

The subject is classroom-based and combines theoretical knowledge with its practical implementation. Through classroom sessions, the teacher will expose

contents of the program using different learning methodologies, besides making group activities in which acquired knowledge will be put into practice. In addition, students must do individual activities during their personal work hours (activities I and II; other classroom activities).

Additionally, during the hours of personal work, the students will make a final project by groups with their respective oral presentations at the end of the academic period (activity III). They will have hours of tutoring with the teacher with the purpose of supervising and guiding the development of the project.

Finally, we recommend to the students that they use some hours of personal work to this subject every week in order to consolidate the acquired knowledge of each topic. This personal work will consist of making a review of theoretical aspects given in class and complement them with the basic bibliography.

RECOMMENDED BIBLIOGRAPHY & TEXTS:

- The Elements of Strategy. A Pocket Guide to the Essence of Successful Business Strategy. Mark Daniell, published in 2006 by Palgrave Macmillan.
- International Marketing Strategy. Analysis, Development and Implementation. Doole, Lowe, Kenyon, published in 2016 by Cengage Learning.

- FT Guide to Strategy. How to create, pursue and deliver a winning strategy. Richard Koch, published in 2012 by Pearson Education Limited.