General Information

<table>
<thead>
<tr>
<th>Course name</th>
<th>History of Advertising</th>
<th>ECTS Credits</th>
<th>6</th>
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<tr>
<td>Semester</td>
<td>Spring</td>
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Aims

History of Advertising seeks an approach to the evolution of advertising from its origins to today, with a more detailed analysis as we approach the present, when its social importance grows and its forms of expression diversify. At the same time, the subject covers the theories and contributions of the greatest professionals of advertising in the last 150 years. Given the gaps that still presents historical knowledge of advertising especially at local and regional level, the subject would also encourage students to research in this field of communication.

At the end of the course, the student should be able to:

- Understand the role advertising has played and plays in modern consumer societies.
- Analyze and develop advertising products.
- Acquire specific language in the field of advertising communication.
- Work together, and find the necessary information for the completion of a joint project by the deadline.
- Develop the ability to communicate and present a project.

Contents

1. Advertising history.
2. The prehistory of advertising: The origins.
3. The birth of commercial advertising: The Age of Claim.
4. The consolidation of advertising: Late 19th and early 20th centuries.
5. The advertising expansion in the first half of the 20th century: The science of selling.
7. Advertising in the last third of the 20th century.
8. The turn of the century.

Evaluation

The assessment will be based on the sum of the individual results obtained in the different projects as well as on the active participation of the student throughout the course.

a) For students attending lectures and practices and delivering the practical work of the course on time:
   1 - Theoretical exam (worth 40% of the final grade).
   2 - Practical projects (60%).

b) For students who, for good reasons and as contemplated in the Regulation, do not attend class and participate in classroom practices or development projects:
   1 - Final theoretical and practical examination to assess the subject to 100%.

Bibliography


