Description and Contextualisation of the Subject Course

This is a subject course common to the bachelor's degrees in Advertising and Public Relations, Journalism and Audiovisual Communication. The subject course is to be followed in the first four-month period of the first year of the degree programme, and provides students with their first contact with many concepts related to communication applied to the advertising, business and institutional spheres. Subsequent specific subject courses, depending on the degree and specialisation, will go into further depth on these concepts.

Every business, body or institution values its image and its social responsibility as a brand. Press offices and internal communication departments are today more necessary than ever in businesses and institutions. Internal and external communication tasks are increasingly necessary and must be performed by professionals.

The subject course aims to introduce and familiarise students with the concepts of analysis and planning of advertising communication and public relations, as well as the techniques and strategies used to manage relations with the media.

It is a question of opening up new horizons for future graduates wishing to work in effective internal and external information management in institutions, businesses and organisations of all kinds.

In the case of the degree in Advertising and Public Relations the vast majority of the concepts introduced in this subject course are studied in depth in subsequent subject courses; in the case of the degree in Journalism, further work is also done in the specialist area of the Communication Manager. In any case, “Communication and advertising: persuasive strategies”, in the second four-month period and also common to all three degrees, forms a natural complement to this subject course.

Competencies / Learning outcomes from this subject course

1.- Identifying the features of the elements of communication and applying them to the sphere of advertising.

2.- Identifying the features of a brand and analysing specific cases.

3.- Being familiar with the phases and strategies of an advertising campaign, identifying the elements that intervene in the process and how each of them is involved.
4.- Knowing what corporate identity and image consist of and identifying the communication techniques used to generate them, in particular public relations tools

5.- Working in a team and taking shared decisions.

**Theoretical and practical content**

**Theoretical content**

I.- COMMUNICATION AS A MANAGEMENT STRATEGY: INTRODUCTION TO A DEFINITION OF THE CONCEPTS OF COMMERCIAL, CORPORATE, INSTITUTIONAL AND POLITICAL COMMUNICATION.

1. Communication, Information and public opinion
2. Communication Management
3. Internal and external communication

II- COMMERCIAL COMMUNICATION

1. Introduction to commercial communication
2. Advertising System
3. Advertising Planning
4. The brand
5. Media planning

III- CORPORATE COMMUNICATION: CORPORATE IDENTITY, CULTURE AND BEHAVIOUR

1. Business culture
2. Corporate reputation
3. Corporate social responsibility

IV- INSTITUTIONAL AND POLITICAL COMMUNICATION.

1. Communication by government
2. Lobbying
3. Electoral communication
4. Communication by social organisations
V- COMMUNICATION TECHNIQUES: advertising, PR, sponsorship, patronage, communication by action, event organisation, communication of promotion, propaganda, etc.

Practical content

1. Perception of brand image. The importance of the brand as a communication concept
2. Preparation of the global communication campaign. Analysis, creativity and dissemination
3. Analysis of a communication case study. Approach, execution, qualitative conclusions

Methodology

Practices appropriate to the theoretical content described above will be proposed and implemented, adapted and divided into the three blocks shown in the practical content.

Systems of assessment

SYSTEM OF FINAL ASSESSMENT

Marking tools and percentages:

Ordinary Session: Guidance and Withdrawal:

To pass the subject course at the ordinary session students must pass the practical part, consisting of practical exercises done during the course, and the theoretical part, through a multiple choice test which will take place on the dates and conditions determined by the Faculty. The existence of this text makes assessment of the subject course mixed. Failure to pass either of these two parts means failing the subject course.

In view of the face-to-face nature of the teaching given, and in accordance with the stipulations of the rules governing first and second-cycle degree teaching in the Faculty, anybody unable to take part in the system of continuous assessment must sit a final examination to accredit acquisition of the knowledge and competencies involved in the subject course. To do this they must provide documents proving justified grounds - employment reasons, victims of gender violence, childbirth, adoption, fostering or sons or daughters under three years of age in their care, care of a dependent relative, students with at least 33% disability, high-level athlete, artistic/cultural activities involving travel or considerable dedication, compatibility with other higher studies, compatibility with political, trade union, student representative, association, NGO positions or others - within 20 calendar days of the beginning of the course. If the grounds justifying the need to do the final examination arise unexpectedly and could not be reported during this period, it will still be necessary to submit documentary evidence as soon as the difficulty that makes it impossible to follow the system of continuous assessment arises.

The final examination will not be equivalent to the multiple choice test assessing the theoretical part of the subject course and will include both theoretical content and whatever exercises are considered appropriate to assess the learning outcomes as a whole.

Extraordinary Session: Guidance and Withdrawal
Failing to pass the multiple choice test means failing the subject course. Failing to pass the continuous assessment means failing the subject course. If only one of the two parts is passed, this mark is held over to the following session for the purposes of calculating the final mark. In each case the way of passing the part of the subject course failed in the ordinary session will be agreed upon.

For subsequent sessions the original form of assessment will be used for the final examination.

**Obligatory materials**

The eGela platform and manuals.