ADVERTISING AND DIGITAL PR TEACHING GUIDE

2024-25

DATOS GENERALES

Course Title:	ADVERTISING AND DIGITAL PR
Code:	801927 (MCD)
Academic year:	2024-25
Degree Title:	Grado en Marketing y Comunicación Digital
Number of Credits (ECTS):	6
Place in the scheme of studies:	3rd Year, 2nd Semester
Academic Area:	Marketing and Sales Management
Responsible for Academic Area:	Prof. Anna Llacher
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Professor:	Prof. Jordi Sacristán Adrià

1. GENERAL OVERVIEW

We live in a highly competitive world, where brands must get attention to make sales. Advertising is one of the most important promotional channels that marketers have. In these changing environments, we must be up to date with new digital tools, the evolution of our clients' needs, audiences, the best media to place our messages, etc.

In this environment, digital advertising not only relies on traditional tools, but also relies on advanced technologies such as Artificial Intelligence (AI), which optimizes audience segmentation and message personalization, enabling more accurate and efficient campaigns.

In the last decade, advertising has undergone an unprecedented transformation, moving from traditional media to digital ecosystems where social networks and interactive content play a crucial role.

In this subject you will learn, from a practical and up-to-date point of view, the importance of creating a good advertising message (on and offline) and you will develop creative techniques to promote the contribution of ideas that allow the company to differentiate itself from the competition.

A course on the basic principles and practices of advertising. The focus will be on the history and effects of advertising on society and culture. This course will also explore how to plan and implement advertising programs through effective research, strategic planning, segmenting target audiences, creative copywriting, and design, and understanding media planning and buying.

The subject will be approached from a twofold perspective, one theoretical, with the basic concepts of advertising, the generation of the advertising message and media planning, and the other, more practical. In the classroom you will work constantly, sometimes under pressure, to explore new ways of transmitting ideas and responding to the client's needs. A very good training for the professional that you will become.

2. OBJECTIVES

At the end of the subject the students will be able to:

- Understand how advertising fits in the Integrated Marketing and Communication strategy.
- Understand and develop different advertising methods and techniques.
- Create a creative campaign to give an answer to a professional briefing (based upon a customer's need).
- Communicate ideas and concepts about the social impact of advertising.
- Understand the workflow between clients and agencies in advertising business.
- Identify, compare, and contrast advertising types in gained media and in paid media.
- Distinguish the creative online and offline content process on paid media and in gained media.
- Understand the production process in audiovisual graphics and digital supports.

3. CONTENTS

UNIT 1: INTRODUCTION TO ADVERTISING. ADVERTISING'S ROLE IN MARKETING.

Learning outcomes

The student after studying the chapter and completing the activities and cases will be able to:

- Understand the background, scope, and significance of advertising's role within business and society.
- Explore the different types of advertising to then consider its role as a marketing instrument.
- Analyze the legal topics that guide advertising practice.
- Explain the way the advertising industry regulates itself.
- Define the role of advertising within marketing.

- Identify the key players in marketing and how the organization of the industry affects advertising.

Contents

1.1 What is advertising?
1.2 Components and roles of advertising.
1.3 9 types of advertising.
1.4 The key players in the advertising industry.
1.5 Examine advertising as a form of communication.
1.6 Assess the role of advertising as a form of engagement.
1.7 Regulation of Advertising.
1.8 Advertising and children, stereotypes, beauty, and social use.
1.9 How to create a digital advertising campaign.

UNIT 2: THE MAIN ACTORS: THE CLIENT AND THE AGENCY.

Learning outcomes

The student after studying the chapter and completing the activities and cases will be able to:

- Understand the role of advertising in marketing main strategies.
- Explain three Models of Advertising Effects to show how brand advertising works.
- Understand the customer decision process.
- Understand the agency department structure.

Contents

2.1 Advertising models and concepts.
2.2 The AIDA model, hierarchy of effects model, Key advertising effects model.
2.3 The facets of advertising.
2.4 The consumer decision process: perception, cognition, association, response.
2.5 The impact of persuasion: two routes to persuade Audience.
2.6 How agencies work.
2.7 Advertising agency structures and types.
2.8 Agency operations and roles.

UNIT 3: THE CREATIVE PROCESS. THE ACCOUNT PLANNING. THE CREATIVE STRATEGY. ADVERTISING TECHNIQUES.

Learning outcomes

The student after studying the chapter and completing the activities and cases will be able to:

- Develop in a professional way the creative briefing.
- Explore issues concerning the nature, characteristics, and approaches to developing creative advertising messages.
- Understand the process for developing ads that are understood, have meaning and are relevant to the target audience.
- Understand the markets and have the right creative approach for the development of effective messages.
- Learning the core forms of message appeals.
- Select Creative Strategies.
- Present Creative Concepts: copy and layout, scripts, storyboards, wireframes.

Contents

3.1 Client's strategic planning: the briefing.

3.2 What is creativity? Creativity Techniques.

3.3 Agency Creative Department Structure

3.4 The creative process, including the relationships between agencies and clients.

3.5 The roles and skills of those involved in the creative process.

3.6 The key elements of creative advertising content.

3.7 Advertising techniques.

UNIT 4: THE CONTENT STRATEGY. THE BRAND STORYTELLING. BRAND COMMUNICATIONS. THE ROLE OF ADVERTISING.

Learning outcomes

The student after studying the chapter and completing the activities and cases will be able to:

- Develop a full brand storytelling: the 12 audience and brands archetypes.
- Explain the most important brand storytelling: The Hero's journey.
- Explore ways in which communications can be used effectively to develop brands.
- To apply research to brand visibility activities.
- Understand the new role of AI in content strategy. Thread or opportunity.

Contents

4.1 What is a brand? Characteristics of brands.
4.2 The brand Storytelling: 12 audience and brands archetypes.
4.3 The Storytelling bases and the Hero's Journey.
4.4 How people use advertising to form associations with brands.
4.5 3 steps to convert your Owned content into Shared content.
4.6 The viral video in earned media strategy.
4.7 Guerrilla ads/strategies.
4.8 AI applied to the advertising strategy. Use of AI in automated ad creation and content optimization (copy, images, etc.).

UNIT 5: SALES PROMOTION STRATEGIES. TRADITIONAL AND DIGITAL MEDIA.

Learning outcomes

The student after studying the chapter and completing the activities and cases will be able to:

- Apply research for sales promotional planning.
- Recommend specific sales promotional strategies.
- Outline program costs and IMC benefits.
- Justify advertising support for promotional activities.
- List and classify the traditional advertising media.
- Describe the uses of out-of-home media, direct mail, and alternative media.
- Understand key concepts such as: CTR, CPM, CPC, CPL, CPA.

Contents

5.1 The media Industry and the media key players.
5.2 Basic media concept: media mix, media vehicle.
5.3 The Interactive Advertising Bureau.
5.4 Best digital advertising strategies and formats.
5.5 Critical payment methods: CPM, CPC, CPL, CPA.
5.6 Metrics and KPIs.

UNIT 6: THE MEDIA PLANNING.

Learning outcomes

The student after studying the chapter and completing the activities and cases will be able to:

- Understand the process of media planning.
- Apply research for media evaluation and analysis.
- Develop media objectives for advertising programs.
- Prepare summary spreadsheets for media proposal.
- Explain the key concepts of media planning.
- Identify the strengths and weaknesses of printing media.

Contents

6.1 Critical concepts: Reach, Frequency, Affinity, and Impressions.
6.2 Planning and buying media.
6.3 Advertising and the online market.
6.4. The advertising budget.

4.   LEARNING AND TEACHING METHODOLOGY

Face to face group (presential):

Classes will be theoretical and practical, focused on transmitting concrete knowledge. They will be complemented with readings and work in class and at home. Classroom practice and group and individual activities are expected to reaffirm the concepts and procedures that have been discussed in class.

Some activities will be carried out by surprise to emulate the day-to-day life of a digital advertising agency, with the objective of giving an answer to an urgent request from a real client.

Approximately, and in general, 50% of class time will be dedicated to theory, viewing and specific case studies, and the other 50% to in-class, group, or individual activities.

In particular, the working groups will have to make presentations related to the promotion of advertising creativity, having to demonstrate solvency in the

leadership of group activities. They will also have to make presentations related to professional knowledge of the main social networks in advertising.

The main activities that will be undertaken are:
- Practical exercises of resolution, with the participation of the students, of cases and/or exercises related to the contents of the subject.
- Group/cooperative work with the presence of the faculty.
- Development of advertising creativity activities.

A personal computer for each student is required.

Blended learning groups (semipresencial):

Based on participatory review classes to consolidate the reading of didactic material, texts and articles related to the contents of the subject previously published in the virtual campus.

Classes will be theoretical and practical, focused on transmitting concrete knowledge. They will be complemented with readings and work in class and at home. Classroom practice and group and individual activities are expected to reaffirm the concepts and procedures that have been discussed in class.

The main activities that will be undertaken are:
- Practical exercises of resolution, with the participation of the students, of cases and/or exercises related to the contents of the subject.
- Group/cooperative work with the presence of the faculty.

A personal computer for each student is required.

5. EVALUATION

According to the Bologna Scheme, this model encourages the sustained continuous effort of students. 40% of the mark is achieved through the continuous assessment of guided activities and the remaining 60% from the onsite final exam. The final exam has two sittings.

The final mark for the course (NF) will result from applying the following formula:
· NF = Final Exam mark x 60% + Continuous Assessment mark x 40%

· Minimum final exam mark to be able to average with continuous assessment will be 40 out of 100.

· The minimum pass mark for the course will be 50 out of 100.

Continuous assessment activities

Face to face group (presencial):

Activity	Description	% Continuous Assessment	
Tasks:			**30 %**
Digital advertising campaign (document + presentation + individual pitch)	You will have to choose a company for which you will develop (as a group) a 360º digital advertising campaign.	35%	
Creativity Technique	You will have to use a creative technique (as a group) to solve a practical case. Each week, one group will lead the discussion and the implementation of the creativity technique.	10%	
Social network presentation	Each week, a group will present the most relevant features for digital advertising of today's social networks: Tik Tok, Instagram, LinkedIn, X, Twitch, Facebook, etc.	10%	
Briefing	You must prepare the campaign briefing, analyzing its most relevant aspects (buyer persona, objectives, etc).	5%	
Case 1 discussion	You will have to solve, through a digital advertising strategy, the case that will be discussed in class.	10%	
Case 2 discussion	You will have to solve, through a digital advertising strategy, the case that will be discussed in class.	15%	
Case 3 discussion	You will have to solve, through a digital advertising strategy, the case that will be discussed in class.	15%	
Test:			**10 %**
Mid Term Test		100%	
Final exam :			**60 %**
	Final exam	100%	

Blended learning groups (semipresencial):

Activity	Description	% Continuous Assessment	
Tasks:			**40%**
Briefing	You must prepare the campaign briefing, analyzing its most relevant aspects (buyer persona, objectives, etc).	10%	
Case 1 discussion	You will have to solve, through a digital advertising strategy, the case that will be discussed in the classroom.	15%	
Case 2 discussion	You will have to solve, through a digital advertising strategy, the case that will be discussed in the classroom.	15%	
Case 3 discussion	You will have to solve, through a digital advertising strategy, the case that will be discussed in the classroom.	15%	
Digital advertising campaign (document + presentation + individual pitch)	You will have to choose a company for which you will develop (as a group) a 360º digital advertising campaign.	45%	
Final exam:			**60%**
	Final exam	100%	

6. BIBLIOGRAPHY

6.1. BASIC BIBLIOGRAPHY

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- Burtenshaw, Ken; Barfoot, Caroline; Mahon, Kin (2011) "The fundamentals of Creative Advertising". 2nd Edition. Ed. Fairchild Books
- Chris, Fill; Hughes, Graham; De Francesco, Scott (2013). "Advertising: strategy, creativity, and media". Editorial Pearson.
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- Juska, J. M. (2021). Integrated Marketing Communication: Advertising and Promotion in a Digital World. Routledge.
- Meerman Scott, David. (2015). "The new Rules of Marketing & PR". Ed. Wiley.
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- Wells, William; Burnett, John; Moriarty, Sandra; (2019). "Advertising and IMC principles and practice". Editorial Pearson.
- Young, Miles (2020). "Ogilvy on advertising in the digital age", Editorial Goodman.

6.2. ADDITIONAL BIBLIOGRAPHY, WEBGRAPHY AND OTHER RESOURCES

- IAB Spain (www.iabspain.es). Various documents and studies on digital advertising.
- Ted Talks.
  - How influencers have transformed modern marketing. [Rachel David: How Influencers Have Transformed Modern Marketing | TED Talk](#).
  - What will happen to marketing in the age of AI?. [Jessica Apotheker: What will happen to marketing in the age of AI? | TED Talk](#)
  - The art of persuasive storytelling. [Kelly D. Parker: The art of persuasive storytelling | TED Talk](#)
- Think with Google (www.thinkwithgoogle.com).