

**DEGREE IN: ADVERTISING AND PUBLIC RELATIONS****1. GENERAL DETAILS OF THE SUBJECT**

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Name: **ADVERTISING STRATEGY**

Level: SECOND

Semester: FIRST

Type (Basic/Compulsory/Elective subject): Compulsory

Weekly class hours: 4

Crédits (ECTS): 6

Year of Study Programme: 2010

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**2. DESCRIPTION**

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This subject constitutes an advanced introduction for students in the knowledge of advertising strategy. This discipline seeks to offer a comprehensive approach to the strategic activity of the public profession through understanding and putting into practice the basic theoretical knowledge that deals with the strategic mechanisms of advertising.

For a better understanding of the function and practice of advertising strategy, they are still contextualized in the general framework of communication theory.

**3. SITUATION**

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Previous knowledge and skills:

Love of learning.

'Head open' and ready to acquire new knowledge.

Tolerance and willingness to participate.

Critical and participatory spirit.

Recommendations and tips of interest:

Students should approach this class with a real open mind and desiring to contrast their own point of view.

They might need a computer to upload this jobs in Classroom on time and they should know how to use a ppt or keynote documents.

Good readers and awake minds are welcome.

Accommodations for students with special needs:

The subject will be taught in English and in person, but it can be adapted if necessary.

**4. OBJECTIVES AND COMPETENCIES**

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**OBJECTIVES:**

- To familiarize students with the strategies, elements, forms, tactics, processes and structure of advertising in order to carry out communication plans, campaigns and other marketing actions.
- To help in the study of the elements that make up the formal structure of a communication plan from a strategic point of view.
- To provide students with the tools for the analysis of advertising messages and communication strategies from different points of view and methods that allow the correct conception and interpretation of these messages.
- To support students in analyzing, evaluating and assessing strategies, messages, structures, campaigns, theories, advertising paradigms in a critical way.

- To provide theoretical and practical tools for brand management, architecture and portfolio, positioning, identity and image and values, and implementation and practical development of the defined strategies.
- Theoretical and practical training to shape the formal structure of an advertising message from a strategic and creative point of view.
- To provide the basic strategic concepts so that the student acquires the competence to plan communication strategies based on assumptions.
- To provide students with the critical capacity to design new strategic advertising and public relations models, as well as their implementation in campaigns and actions, in their different phases.

**COMPETENCIES:**Specific skills:

E02. Capacity and ability in the planning, implementation, evaluation and dissemination of advertising and public relations activities.

E08. Knowledge of analysis and planning of communication campaigns as well as of the techniques for the elaboration of communication strategies for public and private organizations. Ability to implement campaigns and actions in their various phases that are able to adapt to new contexts.

E49. Capacity and ability to obtain financing through communication strategies.

Generic skills:

G01. Ability to adapt to technological, business or organizational changes in institutional, business and social communication.

G03. Creativity: ability to apply creative thinking in communication campaigns. G05. Capacity for the ideation, planning, execution and evaluation of communication campaigns.

G08. Promote the entrepreneurial spirit.

**5. COURSE CONTENTS OR THEMATIC SECTIONS**

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1. Introduction to Strategy.
2. The importance of 'Strategy' in Advertising. Past and present.
3. A Strategy today. Examples.
5. Strategic tools and how to use them.
6. Creating an Advertising strategy.

**6. LIST OF TOPICS**

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1. Defining Strategy and Advertising Strategy concepts.
2. Planning in Advertising. Past and present.
3. Positioning and repositioning a brand/product/service.
4. The brief. Core tool of Advertising Strategy. Deep inside all parts of the brief.
5. The USP. How to identify it and how to work it.
6. The insight. A creative allied for planning.

**7. METHODOLOGY AND TEACHING TECHNIQUES**

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Advertising Strategy is a pragmatic dimension of advertising that implies an important knowledge of the advertising industry. Thus, the sessions will seek to be attractive to students through their participation through the presentation of real practical cases and group work.

1. Face-to-face sessions: The objective of these sessions consists of the theoretical-practical exposition of basic concepts and ideas of the syllabus and bibliography for the development of the subject. In order to facilitate a learning adapted to the carried out and attractive, examples that illustrate

the terms and actions described by the subject will be exposed continuously. In this way, a comprehensive conception of advertising is achieved in the real world. For this, the classes will be completed with audiovisual resources and graphic advertising that, as examples, allow a direct and current interaction with the subject. Consequently, the training acquires a theoretical-practical prism that adapts its discourse to the real professional situation that the students will find after the end of their studies.

2. Group and individual work: In order to develop the theoretical and strategic skills that advertising strategy requires, group and individual work is proposed that allow the practical development of the subject by the student. These will be tutored and directed by the teacher. In addition, similar exercises will be carried out in class that address the aspect of advertising measurement and planning. The practices favor the direct performance and the application of the tools seen in class, supporting the learning and assimilation of the subject.

3. A final project will be required so the teacher will check that the student will be able to apply all the knowledge acquired during the course.

4. Theoretical (test type) and practical exams will take place during the course. The students will have the chance to go to a final exam in case they have not have success with some parts of the subject.

#### TEACHING TECHNIQUES

<input checked="" type="checkbox"/> Discussions	<input checked="" type="checkbox"/> Specialized tutorials	<input checked="" type="checkbox"/> Practical sessions
<input type="checkbox"/> Visits	<input type="checkbox"/> Reading controls	<input type="checkbox"/> Other/s: _____

#### 8. ASSESSMENT CRITERIA

##### Evaluation Model A:

Due to the theoretical-practical characteristics of the subject, the face-to-face assessment scenario will require the participation of the students in class. In this sense, the student will be able to avail himself of this evaluation system as long as he reaches 80% of attendance. Class attendance is not compulsory, but the presence and participation of the student will be positively valued. In this case, the evaluation will be organized as follows:

- **Individual work and/or group activities:** It will mean **20% of the total grade**. Its realization will be able to demonstrate to the teacher the knowledge acquired during the face-to-face sessions and the application of the techniques. The active participation of the student in class and the delivery of work in a timely manner will be positively valued in order to show the use.

- **Participation in class:** It will mean **10% of the total grade**. With this, the participation and motivation of the students is sought through the dynamization and continuous learning of the classes.

- **Exams** consisting of a theoretical and a practical test. Together it will represent **70% of the total grade**.

*The possibility of its substitution by an oral test will only be made when it is impossible to do it in writing, maintaining the same value as this.*

##### Evaluation Model B:

For those students who have an attendance rate of less than 80%, the evaluation will be as follows:

- **Final project:** It will mean **40% of the total grade**. It will be an individual project and its realization should be able to demonstrate to the teacher all the knowledge acquired during the face-to-face sessions and the application of the techniques.

- **Final Exam** consisting of a theoretical and a practical test. Together it will represent **60% of the total grade**.

**Second call**

- Final project, representing 60% of the total grade.
- Practical exam, representing 40% of the total grade.

**Third call**

- Final project, representing 60% of the total grade.
- Practical exam, representing 40% of the total grade.

**9. REFERENCES**

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**Books**

- Advertising Strategy: Creative Tactics From the Outside/In. Tom Altstiel
- Reality in Advertising. Rosser Reeves.
- Ogilvy on Advertising. David Ogilvy.
- The advertising concept book. Pete Barry.
- Truth, Lies and Advertising. The art of Account Planning. Jon Steel
- Purple Cow: Transform Your Business by Being Remarkable. Seth Godin
- How To Craft Your Unique Selling Proposition (USP). Tara Jacobsen and Rebekah Welch,
- The Economist: Brands and Branding. Rita Clifton.

**Others/web addresses**

- <http://www.adweek.com>
- <https://adage.com>
- <https://www.fastcompany.com>
- <https://www.howdesign.com>
- <http://www.thedrum.com>
- <http://digiday.com>
- <https://www.dmnews.com/home/article/21115068/2020-dmn-award-winners>
- <https://www.prweek.com/us>
- <https://www.searchenginejournal.com>
- <https://www.entrepreneur.com/us>
- <http://thenextweb.com>
- <http://www.anuncios.com>
- <https://www.yorokobu.es>
- <https://www.elpublicista.es>
- <https://trendwatching.com>
- [www.sypartners.com](http://www.sypartners.com)
- <https://summa.es>
- [http://play.cadenaser.com/tag/toni\\_segarra/](http://play.cadenaser.com/tag/toni_segarra/)