

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

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Name: **ADVERTISING, CULTURE AND CONTENT DEVELOPMENT**

Level: THIRD

Semester: SECOND

Type (Basic/Compulsory/Elective subject): Elective

Weekly class hours: 4

Crédits (ECTS): 6

Year of Study Programme: 2010

Lecturer: Beatriz Gil Yágüez

e-mail: beatriz.gil@eusa.es

**2. DESCRIPTION**

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The increasingly rapid social changes that have been taking place have meant that our professional environment is constantly undergoing transformations. As a result of all these changes, the advertising message has been adjusting and unadjusting almost in real time, being one of the most modifiable tools we observe. The enormous media noise to which we are subjected (information saturation), the irruption of social networks, and the concept of 360° in communication, means a great lack of definition -for the consumer- when it comes to differentiating information from advertising.

This subject will help students to be aware of everything that occurs everywhere and how it affects communication, marketing, brands and, of course, advertising. It will give the students a wider and clearer view of how absolutely everything can be susceptible of being considered a content to nourish any brand dialogue with the market.

**3. SITUATION**

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Previous knowledge and skills:

This subject does not demand previous knowledges and skills as it will be taught in relation not only with advertising itself but for everything that fits under the tags of "culture & communication", focus in contents.

Recommendations:

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

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

Good readers and awake minds are welcome.

Adaptation for students with special needs:

Mainly foreign students but, this class will take under consideration any special need on demand by any student that may require it.

**4. OBJECTIVES AND COMPETENCIES**

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**OBJECTIVES:**

- Study of communication as a discipline that deals with the study of the effects produced by the cultural context.
- To show students the relevance of culture in advertising discourse.
- To study the prevalence of culture in advertising and branding.

- To deepen the relationship between branding and culture.
- To analyze the reflection of cultural elements in audiovisual discourses, specifically in advertising.
- To know the various advertising tools that can convey cultural discourses.

## COMPETENCIES:

### General Transversal Competencies:

E19. Knowledge and study of the psychosocial, cognitive and emotional processes of communication. Knowledge and theoretical analysis of different communicative phenomena, with special attention to their relationship with business communication.

E27. Capacity and ability to act as experts in the strategic management of a company's communication. Know how to manage and improve the internal and external communication of large, medium and small companies, as well as business, institutional, political or non-profit organizations in order to obtain greater efficiency in their objectives and results.

E48. Know how to relate to the media for better performance.

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

### Specific Skills:

G01. Ability to adapt to changes in technology, business or work organization in institutional, business and social communication.

G04. Decision-making: ability to make the right choice in situations of uncertainty, assuming responsibilities.

G05. Capacity for the ideation, planning, execution and evaluation of communication campaigns.

G06. Order and method: ability for the organization and timing of tasks, carrying them out in an orderly manner, adopting with logic the priority decisions in the different processes of a communication campaign.

G07. Solidarity awareness: solidarity respect for the different people and peoples of the planet, as well as knowledge of the great cultural currents in relation to individual and collective values and respect for human rights.

G09. Promote and ensure respect for human rights and the principles of universal accessibility, equality, non-discrimination and democratic values and the culture of peace.

## 5. COURSES CONTENTS OR THEMATIC BLOCKS

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I. Advertising & Culture.

II. Brand speeches and content generation.

## 6. LIST OF TOPICS

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### **BLOCK I. ADVERTISING & CULTURE**

#### 1. INTRODUCTION

- a. Definition of Advertising
- b. Definition of Culture
- c. Definition of 'Content Management' & examples

2. CIRCUMSTANCES & PERSPECTIVES
  - a. Different circumstances affect contents
  - b. Different perspectives in Advertising
3. THE BRIEF
  - a. The tool
  - b. Practicing the brief
4. HOW BRANDS ADAPT TO CULTURE
  - a. The usage of culture by brands in advertising.
  - b. Country gaps
  - c. Other gaps

## **BLOCK II. BRAND SPEECHES AND CONTENT GENERATION**

5. CONTENT MANAGEMENT. DIFFERENT GENDERS

## **7. METHODOLOGY AND TEACHING TECHNIQUES**

### **METODOLOGY**

Classes will be theoretical (theoretical-practical to a greater extent) and eminently practical. The theoretical sessions will consist of lectures by the professor, always trying to encourage the active participation of students in the scope of the proposed agenda. In this sense, the theoretical classes will focus on the projection of videos and images, the analysis of practical cases and, in general, the use of new technologies to make the class an attractive dialogue for the students.

On the other hand, the practical classes will consist of individual and group work. These works will be exposed in class and may be evaluated and discussed with the rest of the students.

### **TEACHING TECHNIQUES**

The teaching techniques contemplated aim, on the one hand, to create a good theoretical basis on which to sustain the practical, creative and critical aspects of knowledge about this discipline, and, on the other hand, to favor at all times the monitoring and correct evaluation of the students.

## **8. ASSESMENT CRITERIA**

Students will have two evaluation options to follow:

### **OPTION A**

You will be eligible if you attend 75% of the classes.

- Practices during the class or homework (individually or by groups), in order to check progress. 30% of the total grade.
- Active participation and generating debate in class. 20% of the total grade.
- Final project (individually or by groups). 50% of the total grade.

**OPTION B**

In the case of choosing this option or not having attended 75% of the classes, the student must take a single exam of the whole subject, which will represent 50% of the final grade, as well as submit all the work required during the development of the course, which will represent the other 50% of the final grade.

**CALLS:**

Grading criteria:

For the application of these percentages and to pass the subject it is necessary to have passed the exam, as well as to have all the works proposed by the teacher delivered and passed.

This evaluation system is applicable to each of the calls (third, first, second).

**9. REFERENCES**

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Books

- Disruption. J.M. Dru.
- The Purple Cow. Seth Godin.
- Blue ocean Strategy. W. Chan Kim y Renée Mauborgne.
- Historical books.
- Important people biographies.
- Comics.
- Classical books.
- Modern books.

Other & web addresses

- TV series (old, recent).
- Ted Talks.
- Movies (old, recent, ...).
- The news.
- Travel books.
- Visiting a museum (physically or virtually).
- Magazines: Times, Vogue, Harpers Bazar, Yorokobu,... any others
- Visiting the Supermarket and observing everything
- Music, groups, concerts, festivals (old, recent, ...).
- <https://www.canneslions.com>
- <https://www.newyorker.com>