

DEGREE IN: ADVERTISING AND PUBLIC RELATIONS

1. GENERAL DETAILS OF THE SUBJECT

Name: **MANAGEMENT OF ADVERTISING COMPANIES**

Level: THIRD

Semester: SECOND

Type (Basic/Compulsory/Elective subject): Elective

Weekly class hours: 4

Credits (ECTS): 6

Year of Study Programme: 2010

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2. DESCRIPTION

The main purpose of the subject is to provide the student with first contact with the concept of business and administration, its *raison d'être*, and its basic functions. Given the context of the degree the students are studying (Advertising and Public Relations), the theoretical and practical contents will be carried out from the perspective of service and communication companies.

Similarly, the student will become aware of the concept of a Business Plan, learning its usefulness from an eminently practical approach.

Finally, the basic tools related to managerial and management skills to manage a 21st-century communication and advertising company will be transferred: leadership, negotiation, communication, and digitization.

3. SITUATION

Previous knowledge and skills:

Students must have minimal knowledge of the environment in which business activity is carried out in the advertising and communication business.

Recommendations and tips of interest:

Students must attend class regularly, this being a necessary condition to be evaluated.

Students must attend class with electronic devices (computers, tablets, or mobiles) that allow them to carry out the activities, cases, and quizzes and search for the necessary information for doing them.

Accommodations for students with special needs:

Classes will be taught in English.

In the case of students with some type of special needs, the professor will adapt the methodology and the evaluation system to these needs. The learning journey and evaluation process will be efficient and successful, without undermining its rigor and the observance of the principle of equality.

4. OBJECTIVES AND COMPETENCIES

1. Offer future professionals from communication companies an integrated vision of the different subsystems that make up the communication business system.
2. Provide the keys for effective and efficient management of communication companies.
3. Provide a work scheme that allows a rational approach to the start-up process of a new communication company.

4. Promote the entrepreneurial spirit among students as a formula for professional integration.
5. Promote direct contact with students with business reality.
6. Stimulate the acquisition of other necessary skills for the key professional performance of the students: teamwork, investigative effort, debate capacity, rationality in decision-making, oral and written expository capacity, critical spirit, etc.

Generic Competences:

- GC1. Ability to adapt to technological, business, or organizational changes labor of institutional, business, and social communication.
- GC2. Decision making: ability to make the right choice in situations of uncertainty, assuming responsibilities.
- GC3. Order and method: the ability to organize and schedule tasks, carrying them out in an orderly manner, logically adopting priority decisions in the different processes of a communication campaign.
- GC4. Promote the entrepreneurial spirit.
- GC5. Promote and guarantee respect for Human Rights and the principles of universal accessibility, equality, non-discrimination, and democratic values and the culture of peace. That it must be attached, at least, to the internship and end-of-degree project module and, in any case, to the subjects that include content on gender equality and/or human rights, if they are present in the study plan.

Specific Competences:

- SC1. Know the structures of organizations, such as NGOs, political parties, unions, social organizations, etc.
- SC2. Knowledge and study of the psychosocial, cognitive, and emotional processes of communication. Knowledge and theoretical analysis of different communication phenomena, with special attention to their relationship with business communication.
- SC3. Mastery of managing communication with the public.
- SC4. Ability 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 to obtain greater efficiency in their objectives and results.
- SC5. The domain of financial communication management.
- SC1. Knowledge of the structure, operation, and management of companies, with special attention to the media, the advertising company, and the public relations company
- SC6. Ability to manage the public of organizations and their characteristics.
- SC7. Know how to relate to the media for better performance.
- SC8. Capacity and ability to obtain financing through communication strategies

5. COURSE CONTENTS OR THEMATIC SECTIONS

I. Firm, service firm, and communication firm.

It tries to delimit the concept of company and administration, explaining the basic functions and the reason for this process in the company. The firm concept is defined, and the distinctive characteristics of service and communication companies are underlined.

II. The business plan.

It explains what a business plan consists of and the different parts that make it up are developed.

III. Key management skills.

The basic skills for the management of communication companies are developed theoretically and practically, such as leadership, negotiation, and communication.

6. LIST OF TOPICS

BLOCK I: INTRODUCTION TO THE COMPANY AND ADVERTISING COMPANY

Topic 1: Fundamentals of companies. Weeks 1 and 2 (8 hours)

Topic 2: The business model and the business plan. Weeks 3 and 4 (8 hours)

Topic 3: Types of companies. Week 5. (4 hours)

BLOCK II: THE BUSINESS PLAN.

Topic 5. Strategic Plan. Weeks 6 and 7 (8 hours)

Topic 7. Operations/Production Plan. Week 8 (4 hours)

Topic 8. Organization Plan and Human Resources. Weeks 9 and 10 (8 hours)

Topic 9. Financial Economic Plan. Weeks 11 and 12 (8 hours)

PROJECT PREPARATION. Weeks 13 and 14 (8 hours)

DEFENSE PROJECTS. week 15

7. METHODOLOGY AND TEACHING TECHNIQUES

The methodology that will be developed in the subject will be the following:

Theoretical classes were to develop the basic concepts and ideas necessary for the profitable development of different materials and subjects. A combination of a magisterial lesson will be articulated, accompanied by resources and audiovisual support. There will also be analysis exercises, especially the case analysis method. Student participation will be pursued at all times, trying to build teaching from continuous interaction.

The student's participation in the development of the classes will be encouraged, urging them, individually or in working groups, to prepare some of the contents of the subject so that they can be presented to the rest of the class, with the tutoring of the teaching staff.

Carrying out debates, for which topics of analysis will be proposed that the student will have to prepare previously (individually or in a group), based on the materials proposed by the teacher and those selected by the student himself. With this, greater fluidity and openness of approaches and ideas are pursued. At the same time, the student gets used to developing and presenting his ideas, constructively criticizing others, and questioning the knowledge of both oneself and others.

Realization of practices, micro-cases, and "quiz". At the beginning of each new topic, there will be a brief "quiz" or question list, using tools such as "Kahoot" or similar. At the end of all the activities of the subject, a questionnaire or quiz will be carried out again to analyze the assimilation of knowledge by the student.

The intervention of Expert Guests

Professionals of a certain prestige will be invited, either in person or virtually, to give a different vision of the different issues dealt with in the subjects of the module, providing direct contact between the student and the reality that such a subject goes beyond the classroom.

Working Group

They will be supervised by the teacher. Its primary mission will be to promote the acquisition by the student of the skills and abilities, both intellectual and procedural, necessary to function both in their student life and in their later professional life.

8. ASSESSMENT CRITERIA

The semester evaluation will consist of three sections:

- Business Plan: Throughout the course, students must develop a business idea and prepare a Business Plan based on it. The activity will be carried out in groups with a minimum of 2 (two) and a maximum of 3 (three) students. It will account for 50% of the total grade. The business plan will be evaluated by a panel made up of EUSA professors and professors or professionals from other centers and organizations.
- Attendance and participation in classes. Participation in the different proposed activities, debates, quizzes, and questionnaires. It will represent 15% of the total evaluation.
- There will be a written exam on the theoretical and practical contents taught in the Subject. The weighting of this part of the evaluation is 35% of the total grade for the subject.

The second and third calls will be evaluated according to the following rules:

- ✓ 50% of the total grade will be the Business Plan Mark of the semester evaluation. If the student wants to improve the mark, a new Business Plan should be prepared.
- ✓ 50% of the total grade will be an exam on the theoretical and practical contents taught in the Subject

9. REFERENCES

Required Texts

- ✓ CARO, F. J. y FERNÁNDEZ, J.D. (2016): Empresa Publicitaria. Administrar y emprender en publicidad. Advook Editorial. Sevilla

Adiditional Text:

- ✓ ABERNATHY, P. M., & SCIARRINO, J. (2019). The Strategic Digital Media Entrepreneur. Wiley Blackwell.
- ✓ ARENS, F.W. (1999): Publicidad. McGraw-Hill, Madrid.
- ✓ ARENS, F.W. y SCHAEFER, D.H. (2006): Essential of contemporary advertising Boston: McGraw-Hill, 2006
- ✓ BELTRI, F. (2000): Aprender a Negociar. Paidós, Barcelona.
- ✓ BERMEJO, M.; RUBIO, I. y DE LA VEGA, I. (1992): La Creación de la Empresa Propia. McGraw-Hill, Instituto de Empresa, Madrid.
- ✓ BOHLANDER, G.; SHERMAN, A. y SNELL, S. (2002): Administración de Recursos Humanos. Thomson, Madrid.

- ✓ CARO GONZÁLEZ, F. J. (2015): El plan de negocio en la formación en emprendimiento para periodistas. En Innovación y periodismo: emprender en la Universidad (p. 71).
- ✓ CARO GONZÁLEZ, F.J. (2007): Gestión de la Empresa Informativa. Mc Graw-Hill. Madrid.
- CASTELLBLANQUE, M. (2006): Perfiles profesionales de publicidad y ámbitos afines. Editorial UOC.
- ✓ CASTRO, I. Y RUFINO, J.I. (2010): Creación de Empresas para Emprendedores. Pirámide.Madrid.
- ✓ DAVID, A.M.; CASTROFF, N.R.; y PERRULLI, C.D. (2005): Herramientas de Gestión en Agencias de Publicidad. IX Congreso Internacional de Costos
- ✓ ETAYO, C. y PRECIADO, C. (2008): La comunicación directiva interna en las agencias de publicidad españolas. Anàlisi 37, pp: 11-29
- ✓ ETAYO, C. y PRECIADO, C. (2008): Estilo directivo en las agencias de publicidad españolas. Revista Latina de Comunicación Social, 63, pp: 151-164. La Laguna (Tenerife): Universidad de La Laguna, consultada el 08/09/2009, en <http://148.215.1.166:89/redalyc/pdf/819/81906314.pdf>
- ✓ GALÁN, J.; AGUADO, G.; CARO, F.J. & MANFREDI, J.L. (2016): Empresa Informativa XXI. Planificación estratégica. Síntesis: Madrid.
- ✓ GARCÍA-UCEDA, M. (2008): Las claves de la publicidad. ESIC Editorial, pp: 131-168.
- ✓ JIMÉNEZ, J.A. y ARROYO, S. (2001): Dirección estratégica en la creación de empresas. Pirámide, Madrid.
- ✓ JOHNSON, G.; SCHOLLES, K. Y WHITTINGTON, R. (2006). Dirección Estratégica. Pearson, Prentice Hall. Madrid.
- ✓ LÓPEZ LITA, R. (2001): Las agencias de publicidad: Evolución y posicionamiento futuro. Publicaciones de la Universitat Jaume I.
- ✓ MINTZBERG, H. (1998): La estructuración de las organizaciones. Ariel, Barcelona.
- ✓ NEUMAN, M. (2015): Proyecto Safari. Gestión 2000, Barcelona.
- ✓ ROBBINS, S., & COULTER, M. (2018). Administración. Decimotercera edición. México, DF: Pearson.
- ✓ RUFINO, J.I. (1995): Gestión de la Calidad en las Empresas de Servicios. Caja San Fernando, Sevilla.
- ✓ RUSSELL, J.T. y LANE, W.R. (2001): Publicidad. Pearson Educación. México.
- ✓ SÁNCHEZ, R. (2012): Administración de empresas. Objetivos y decisiones. Mc Graw-Hill.
- ✓ VAUGHAN, E. (2011). Guía Financiera Times para escribir el plan de negocio. Pearson. Madrid.