

1. BASIC DETAILS

Course	History of Advertising
Degree	Bachelor's degree in advertising
School/Faculty	Social and Communication Sciences
Course	1º
ECTS	3 ECTS
Type	Compulsory
Language(s)	Spanish
Delivery Mode	On campus
Semester	2nd semester
Coordinating Teacher	BIENVENIDA PARRES SERRANO
Academic Year	24-25

2. INTRODUCTION

The History of Advertising course aims to pass on the knowledge required to understand the origin of advertising and its development through the study and analysis of various campaigns and pieces which may have been historically relevant for creative, strategic or technological reasons.

3. SKILLS AND LEARNING OUTCOMES

Key skills (CB, by their acronym in Spanish):

CB1- Students have shown their knowledge and understanding of a study area originating from general secondary school education, and are usually at the level where, with the support of more advanced textbooks, they may also demonstrate awareness of the latest developments in their field of study

CB3 - Students have the ability to gather and interpret relevant data (usually within their study area) to form opinions which include reflecting on relevant social, scientific or ethical matters

CB4 - Students can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences

Transversal skills (CT, by their acronym in Spanish):

CT1 - Ethical values: Ability to think and act in line with universal principles based on the value of a person, contributing to their development and involving commitment to certain social values.

CT2 - Independent learning: Skillset for choosing strategies to search, analyse, evaluate and manage information from different sources, as well as to independently learn and put into practice what has been learnt

CT4 - Written/spoken communication: Ability to communicate and gather information, ideas, opinions and viewpoints to understand and be able to act, spoken through words or gestures or written through words and/or graphic elements

CT9 - Global mindset: Be able to show interest in and understand other customs and cultures, be aware of your own biases and work effectively as part of a global community.

Specific skills (CE, by their acronym in Spanish):

CE02 - Ability to recognise the different theories and trends of social communication and the historical models of advertising communication.

CE23 - Ability to evaluate and contextualise the information provided by different sources and channels of a legal and social nature in order to select the essential (and, where appropriate, complementary) aspects that must be offered to audiences when carrying out campaigns.

Learning outcomes (RA, by their acronym in Spanish):

- RA1: Get to know and provide students with the most comprehensive view possible of the historical development of advertising in Spain.
- RA2: Know and revise the different periods that have witnessed the existence and evolution of the main subjects of advertising: advertisers, agencies, means of communication and media, with media believed to help disseminate advertising.
- RA3: Obtain a historical, comprehensive, progressive and realistic view of what the fundamental content of progress is in the advertising industry.

Skills	Learning outcomes
CB4, CT4, CE23	RA1
CB4, CT4, CE23	RA2
CB4, CT4, CE23	RA3

4. CONTENTS

- Origin of advertising as a commercial activity.
- Factors that give rise to the origin.

- The first advertising and media organizations.
- The first structuring of the profession: from the early 20th century until the Civil War.
- From the end of the Civil War until the 1950s.
- The inevitable transition of advertising.
- The golden decade of Spanish advertising.
- Internationalization of Spanish advertising.

5. TEACHING/LEARNING METHODS

ON CAMPUS STUDY MODE

- Lecture/online conference
- Case studies
- Collaborative learning

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

On-campus:

Learning activity	Number of hours
Lectures	10
Asynchronous lectures	5
Debates and discussions	5
Oral presentations	10
Drawing up reports and written work	10
Group tutorials	15
Independent working	20
TOTAL	75

7. EVALUATION

The assessment methods, plus their weighing in the final grade for the course, are as follows:

On-campus:

Assessment system	Weighting
Oral presentations	20.0
Reports and written work	20.0
Performance observation	20.0
On-campus knowledge tests	40.0

On the Virtual Campus, when you open the course, you can see all the details of your assessment activities and the deadlines and assessment procedures for each activity.

7.1 Ordinary call

To pass the subject in the ordinary session, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) of the subject.

In any case, it will be necessary that you obtain a grade greater than or equal to 4.0 in the final test, so that it can average with the rest of the activities.

7.2 Extraordinary call

To pass the subject in the ordinary session, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) of the subject.

In any case, it will be necessary that you obtain a grade greater than or equal to 4.0 in the final test, so that it can average with the rest of the activities.

Activities that have not been passed in the ordinary call must be submitted, after having received the corresponding corrections from the teacher, or those that were not delivered.

8. SCHEDULE

This section indicates the schedule with deadlines for assessable activities of the subject:

Assessment system	Weighting
Activity 1	Weeks 1,2,3
Activity 2	Weeks 5,6,7
Activity 3	Weeks 8,9,10
Activity 4	Weeks 18,19

This schedule may be modified for logistical reasons. Any modification will be notified to the student in a timely manner.

9. BIBLIOGRAPHY

The work of reference for follow-up of the course is:

The recommended bibliography is indicated below:

- Beigbeder, Frédéric. 13,99 euros. (2006) Ed.Anagrama.
- Checa Godoy, A. (2007): *Historia de la Publicidad*, La Coruña, Netbiblo.
- Eguizábal, R. (2009): *Industrias de la conciencia: una historia social de la publicidad en España*, Barcelona, Península
- Frank, Thomas. *La conquista de lo cool*. Alpha Decay.
- Lipovetsky, Gilles. *La felicidad paradójica. Ensayo sobre la sociedad de hiperconsumo*. Anagrama. 2010
- Marcus, Greil. *Rastros de Carmin*. Anagrama
- Rodríguez, Sergio. *Busque, compare y si encuentra un libro mejor ¡cómpralo! Los anuncios que se quedaron en nuestra memoria*. Autoedición, 2009
- Solana, D. (2010): *Postpublicidad: reflexiones sobre una nueva cultura publicitaria en la era digital*, Barcelona, Double You.
- Solana, Daniel. *Desorden*. LID, 2015

- Archivo del Club de Creativos. <http://archivodelacreatividadcdec.com/>
- Anuarios del CdeC.
- Reposito de Cannes Lions.
- Repositorio historiadelapublicidad. com⁹

10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

From the Educational Guidance and Diversity Unit (ODI) we offer accompaniment to our students throughout their university life to help them achieve their academic achievements. Other pillars of our action are the inclusion of students with specific educational support needs, universal accessibility on the different campuses of the university and equal opportunities.

This Unit offers students the following:

1. Accompaniment and follow-up through the realization of personalized advice and plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made, that is, at the level of methodology and evaluation, for those students with specific educational support needs, thus pursuing equal opportunities for all students.
3. We offer students different extracurricular training resources to develop various skills that will enrich them in their personal and professional development.
4. Vocational guidance through the provision of tools and advice to students with vocational doubts or who believe that they have made a mistake in the choice of the degree.

Students in need of educational support can write to us at:

orientacioneducativa@universidadeuropea.es

11. SATISFACTION SURVEYS

Your opinion matters!

Universidad Europea encourages you to participate in satisfaction surveys to identify strengths and areas for improvement in the teaching staff, the degree and the teaching-learning process.

Surveys will be available in the survey space on your virtual campus or via email.

Your assessment is necessary to improve the quality of the degree.

Thank you very much for your participation.