

1. BASIC DETAILS

Course	Advertising Ecosystem
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	María José Revalderia
Academic Year	24-25

2. INTRODUCTION

The Advertising Ecosystem course is part of the "Fundamentals of Communication and Advertising" Module.

Overview of the ecosystem of the advertising industry in Spain and abroad, in terms of its organisational and systemic structures and how it works; the advertising ecosystem; the advertiser; the advertising agency and the media buying agency; the ecosystem relationship map: advertising media consumer; developing the work process for an advertising campaign and a public relations activity.

3. SKILLS AND LEARNING OUTCOMES

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

CB2 - Students can apply their knowledge to their work or vocation in a professional manner and possess the skills which are usually evident through the forming and defending of opinions and resolving problems within their study area

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

CB5 - Students have developed the learning skills necessary to undertake further study in a much more independent manner

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

CT3 - Teamwork: Ability to integrate and collaborate actively with other people, areas and/or organizations to reach common goals.

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

CT6 - Adapting to change: Be able to accept, consider and integrate different perspectives, adapting your own approach as required by the situation at hand, and to work effectively in ambiguous situations

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):

CE03 - Knowledge of each of the inter- and intra-action spheres in the structural ecosystem of advertising.

CE18 - Know the various systemic structures and processes involved in the professional processes of advertising communication.

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

RA1: Ability to understand the global communication ecosystem of companies, taking into account the issuing entities, marketing strategies, communication goals and audiences at which they are aimed.

RA2: They will be fully and systemically knowledgeable about the holistic structure of all advertising departments and have a good command of how these are run, while having an overall view of the rest of the comprehensive business organisation.

RA3: They will be able to identify, assess, manage and protect the ecosystemic variables of a company in the advertising field.

RA4: They will know how to manage multidisciplinary projects in the strategic and customer management area.

RA5: They will be capable of understanding the holistic and systemic essence of current, conventional and unconventional advertising formats.

RA6: Ability to think entirely in a way which is methodological and focuses on global strategy. The following table shows how the skills developed in the course match up with the intended learning outcomes:

Skills	Learning outcomes
CB02, CT02, CT09	RA1
CB02, CT02, CT09	RA2
CB02, CT02, CT09	RA3
CB02, CT02, CT09	RA4
CB02, CT02, CT09	RA5
CB02, CT02, CT09	RA6

4. CONTENTS

- Overview of the ecosystem of the advertising industry in Spain and abroad, both in terms of its organisational systemic structures, and how it works
- Advertising ecosystem; the advertiser; the advertising agency and the media agency; the ecosystem relationship map:
- Advertising agency-Media agency-Consumer;
- Development of the work process for an advertising campaign and a public relations activity.

5. TEACHING/LEARNING METHODS

ON CAMPUS STUDY MODE

- Lecture/online conference
- Case studies
- Project-based 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
Case study analysis	10
Oral presentations	5
Drawing up reports and written work	10
Group tutorials	5
Independent working	25
TOTAL	75

7. ASSESSMENT

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

On-campus:

Assessment system	Weighting
On-campus knowledge tests	40.0
Reports and written work	20.0
Case study/problem scenario	30.0
Performance observation	10.0

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:

Assessable activities	Date
Activity 1	Week 1,2,3
Activity 2	Week 5
Activity 3	Week 6,7,8
Activity 4	Week 9,10,11
Activity 5	Week 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 recommended bibliography is indicated below:

- Farmer, M (2017) Madison Avenue Manslaughter: An Inside View of Fee-Cutting Clients, Profit hungry Owners and Declining Ad Agencies, LID Publishing. NY The News
- Various Authors (2018): Corporation/DIRECTV deal: the marriage of content and global distribution, US Government.
- Hamelink, C (2014) Global Communication, SAGE, London
- Flew, T (2013) Global Creative Industries (Global Media and Communication), The Polity Press, NY

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.