

1. BASIC DETAILS

Course	Work Processes in Advertising Agencies
Degree	Bachelor's Degree in Advertising
School/Faculty	Social and Communication Sciences
Year	2º
ECTS	6 ECTS
Type	Core
Language(s)	Spanish
Delivery Mode	On campus
Semester	2nd semester

2. INTRODUCTION

Work Processes in Advertising Agencies is a core course in the second year of the Bachelor's Degree in Advertising. This course has a value of 6 ECTS credits. Its content is essential to understanding the current outlook of agencies and other actors in the Communication and Marketing ecosystem. Through this course, students will be able to learn about the relevant structures of companies today and the way in which they are quickly changing. The aim of this course is to learn about workflow within an advertising structure. Students will also be able to understand the interaction among different departments, as well as the interaction among other key partners.

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.

CE11 - Ability to develop the communication skills needed to present advertising campaigns

CE13 - Ability to recognise all development stages of the advertising process and of the strategy to optimise the way in which they operate.

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

RA1: They will be capable of understanding 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. They will be fully knowledgeable about the summary document prepared by the agency (strategy to follow).

They will be able to identify, assess and manage a specification report on the part of the advertiser / company.

RA2: They will be able to carry out creative conceptualisation with a comprehensive approach to art direction and to copy; ability to do presentations: sales pitches and strategy charts.

They will know how to manage multidisciplinary projects in the strategic and customer management area. They will know how to manage production: selection of portfolios/shooting/slots/photography; final artwork: print proof, cromalin, corrections, etc.; budgets.

CB5, CT9, CE13	RA1
CB5, CT9, CE13	RA2

4. CONTENTS

- Structure and running of the advertising departments, as well as a comprehensive overview of the rest of the business organisation.
- Advertiser / company relationships.
- Creative conceptualisation. Introduction to art direction and writing.
- Production management: selection of portfolios / images / spots / photos. Final artworks: position tests, colour tests, corrections, etc. Budgets.

5. TEACHING/LEARNING METHODS

ON CAMPUS STUDY MODE

- Lecture/online conference
- Case studies
- Collaborative learning
- Problem-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	24
Asynchronous lectures	6
Debates and discussions	15
Problem-solving	15
Oral presentations	15
Drawing up reports and written work	15
Group tutorials	10
Independent working	50

TOTAL	150
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7. ASSESSMENT

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

On-campus:

Assessment system	Weighting
On-campus knowledge tests	40.0
Oral presentations	20.0
Reports and written work	10.0
Case study/problem scenario	20.0
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.

8. BIBLIOGRAPHY

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

The recommended bibliography is indicated below:

- Debord, G: Comentarios sobre la sociedad del espectáculo. Anagrama. 2018
- Health J. y Potter A.: Rebelarse vende el negocio de la contracultura. Taurus, 2004.
- Klein N.: No logo, el poder de las marcas, Ed. Phaidos., 2000.
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- Baudrillard J.: Cultura y simulacro, Kairos, 1978.
- Cavallo G.: El Marketing de la felicidad, Barcelona, Codice Ediciones,2015.
- Bravo C.: Marketing de Guerrilla para emprendedores valientes, La esfera de los libros,2013.
- Kotler P,:Marketing 3.0, Barcelona.Ed. LID, 2013.
- Kawasaki G.: El arte de cautivar.Guia para sobresalir, influir y triunfar, Gestion. 2011.
- Godin S.: La vaca púrpura, Ed. Gestion 2000, Barcelona.2008.
- P. Braindot N.: Neuromarketing, Barcelona, Gestion 2000. 2009.
- Tzu T.: El arte de la guerra, Pluton ediciones X.2010.
- Harari N.Y.: Homo Deus, Madrid, Arco/Libros, 2016.
- Bassat L.:El libro rojo de la publicidad, De Bolsillo, 2013.