

1. BASIC DETAILS

Course	Media, Supports and Formats
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

The main aims of this subject are to enable students to understand the media associated with the identification, assessment and production of prototype communication projects of various conceptual and manufacturing supports and structures associated with communication and their field of production.

Students will have a good command of research methodology in an eminently practical context, becoming an expert in advertising supports and their use in strategies of all sorts associated with new media and supports. They will obtain an avant-garde and contemporary view of current methods, combining these within a specific project strategy of a practical case of projection, which will allow them to associate the specific case with the most suitable strategy and, by extension, with the strategic solution.

Planning of the means and production will also be one of the fundamental topics of the subject. The subject aims for students to gain an overall understanding of the advertising ecosystem, its formats of both a conventional and unconventional nature, and its practical inclusion in an innovative project, as well as strengthening of students' research ability in this field.

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

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):

CE01 - Ability to generate content applied to new social media.

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

CE20 - Know about the different advertising supports and formats and their impact on the strategic planning of the media of a campaign

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

RA1: Students will be able to identify, assess, plan and manage the different advertising media, supports and formats. They will be fully knowledgeable about advertising media and supports.

They will obtain an avant-garde and overall view of current supports, their taxonomic display and potential development of applicable advertising.

RA2: Students will know how to manage the advertising supports used in advertising. Ability to understand new advertising supports and their organisational and operative origin in the field of media planning. Be capable of understanding the essence of current conventional and unconventional advertising formats.

Skills	Learning outcomes
CB2, CT4, CE20	RA1
CB2, CT4, CE20	RA2

4. CONTENTS

- Introduction of advertising media;
- Introduction of advertising supports;
- Avant-garde view of supports;
- Current guerrilla supports and media;
- Taxonomy of supports and advertising development;
- Development of advertising supports used in advertising;
- Design of new advertising supports;
- Introduction to a media planning operation.

5. TEACHING/LEARNING METHODS

ON CAMPUS STUDY MODE

- Lecture/online conference
- Case studies
- Collaborative learning
- Problem-based learning
- Project-based learning
- Simulation environments

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
Case study analysis	30
Problem-solving	15
Oral presentations	15
Drawing up reports and written work	10
Group tutorials	10
Independent working	25
TOTAL	150

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	20.0
Performance observation	20.0

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. BIBLIOGRAFÍA

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.
- Dorian M., Publicidad de Guerrilla: Otras formas de comunicar. Editorial GG, 2006.
- Baudrillard J.: Cultura y simulacro, Kairos, 1978.
- Cavallo G.: El Marketing de la felicidad, Barcelona, 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.