Universidad Europea

1. BASIC DETAILS

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

2. INTRODUCTION

The design for the development of advertising strategies mainly depends on a general strategic analysis of the brand; collection of information and interpretation of the appropriate research and results will help to develop, verify and control the strategy.

This course sets out the requirements for preparation of an advertising strategy, the stages in the development of an advertising strategy and verification and control of an advertising strategy.

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.
- 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.
- CT5. Analysis and problem-solving: Be able to critically assess information, break down complex situations, identify patterns and consider different alternatives, approaches and perspectives in order to find the best solutions and effective negotiations

- 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
- CT7. Leadership: Be able to direct, motivate and guide others by identifying their skills and abilities, in order to effectively manage their development and common interests.

Specific skills (CE, by their acronym in Spanish):
- CE8. Ability to understand the relevant aspects of the advertising strategy and of the intrinsic value provided by brands.
- CE11. Ability to develop the communication skills needed to present advertising campaigns.
- CE12. Ability to recognise the theoretical and practical concepts of advertising strategy and implement knowledge when developing this.

Learning outcomes (RA, by their acronym in Spanish):
- RA1. Students will be able to identify the main elements of the advertising strategy of the company in accordance with the marketing goals of the organisation.
- RA2. Students will solve communication problems of advertisers, bearing in mind their marketing strategies, their communication goals and the target audiences.

The following table shows how the skills developed in the course match up with the intended learning outcomes:

Skills	Learning outcomes
CB2, CB3, CT1, CT5, CE8, CE12	RA1. Students will be able to identify the main elements of the advertising strategy of the company in accordance with the marketing goals of the organisation.
CB4, CB5, CT3, CT4, CT6, CT7, CE11	RA2. Students will solve communication problems of advertisers, bearing in mind their marketing strategies, their communication goals and the target audiences.

4. CONTENTS
Content:
- Concept of advertising strategy
- Figure of the strategic planner, their roles and responsibilities
- Planning and methods: information stage, research, conclusions, strategy development, verification and control

5. TEACHING/LEARNING METHODS
The types of teaching/learning methods are as follows:
- Lecture
- Case studies
- Collaborative learning
- Problem-based learning
- Project-based learning

6. LEARNING ACTIVITIES

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

Learning activity	Number of hours
Lectures	18
Asynchronous lectures	12
Debates and discussions	10
Case study analysis	20
Problem-solving	20
Oral presentations	15
Drawing up reports and written work	20
Independent working	20
Workshops and/or laboratory work	15
TOTAL	**150**

7. ASSESSMENT

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

Assessment system	Weighting
On-campus knowledge tests	40% - 50%
Oral presentations	10% - 20%
Reports and written work	10% - 20%
Case study/problem scenario	10% - 20%
Performance observation	10% - 20%

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

9. BIBLIOGRAPHY

The recommended bibliography is indicated below:

• AA. VV. (2006): El libro de la eficacia: la publicidad que funciona, Madrid, Grupo Consultores de publicidad.
• García Uceda, M. (1999): Las claves de la publicidad, Madrid, ESIC.
• Giquel Arribas, O. (2003): El strategic planner: publicidad eficaz de vanguardia: la Planificación estratégica publicitaria en España, Madrid, Cie Dossat.
• Ortega, E. (1999): La comunicación publicitaria, Madrid, Pirámide.
• Pérez-Latre, F.J. (2000): Planificación y gestión de medios publicitarios, Madrid, Ariel comunicación.
• Soler, P. (1997): Estrategia de comunicación en publicidad y relaciones públicas, Barcelona, Gestión 2000.

10. ENCUESTAS DE SATISFACCIÓN

¡Tú opinión importa!

La Universidad Europea te anima a participar en las encuestas de satisfacción para detectar puntos fuertes y áreas de mejora sobre el profesorado, la titulación y el proceso de enseñanza-aprendizaje.

Las encuestas estarán disponibles en el espacio de encuestas de tu campus virtual o a través de tu correo electrónico.

Tu valoración es necesaria para mejorar la calidad de la titulación.

Muchas gracias por tu participación.