

1. BASIC DETAILS

Course	Copy
Degree	Bachelor's Degree in Advertising
School/Faculty	Social and Communication Sciences
Year	3º
ECTS	6 ECTS
Type	Optional
Language(s)	Spanish
Delivery Mode	On campus
Semester	2nd semester

2. INTRODUCTION

The Copy optional subject in the creativity profile of the Bachelor's Degree in Advertising is focused on the development of creative skills to write persuasive and effective advertising messages. By means of this course, students will learn how to identify the key elements of an advertising campaign, understand the needs of the target audience and create advertising messages that connect with them at an emotional and rational level.

In this subject, students will acquire skills to write creative and effective advertising texts, using copy techniques and strategies. Fundamental aspects of copy will also be covered, such as tone of voice, word choice, message structure and adaptation to different media and platforms. At the end of the course, students will be capable of writing persuasive and effective advertising messages that connect with the target audience and contribute to the success of an advertising campaign.

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

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

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

CE28 - Ability to creatively solve problems by meeting the specific communication needs of advertisers.

CE29 - Understand and take part in the work and creation processes of various professional profiles in the different scopes of advertising creativity.

CE30 - Ability to use the necessary communication tools to carry out each job professionally, implementing the knowledge acquired in the preparation and production of a work portfolio.

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

- RA1: Use various tools to conceptualise ideas. Understand the different storytelling formats (headlines, slogans, bodies of text, scripts and digital publications).
- RA2: Recognise and execute copy concepts in the projects set out in class so that they are communicative and persuasive.
- RA3: Infer the criteria that determine that an advertising piece is considered creative from another which is not.

Skills	Learning outcomes
CB5, CT6, CE30	RA1
CB5, CT6, CE30	RA2
CB5, CT6, CE30	RA3

4. CONTENTS

- Concepts required in order to interpret, conceptualise and produce advertising pieces.
- Writing of audiovisual scripts. Writing, editing and adding soundtracks to advertising case studies.
- Creation of radio scripts and digital formats.
- Applied strategic thinking simulating customer presentations.
- Use of professional software.

5. TEACHING/LEARNING METHODS

ON CAMPUS STUDY MODE

- Lecture/online conference
- Case studies
- Collaborative learning
- Problem-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	15
Problem-solving	10
Drawing up reports and written work	25
Group tutorials	10
Independent working	45
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	20.0

Oral presentations	20.0
Reports and written work	10.0
Case study/problem scenario	10.0
Portfolio of learning	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. BIBLIOGRAPHY

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

The recommended bibliography is indicated below:

Soler, R. (2018). Redacción publicitaria: Creatividad y estrategia. Editorial UOC.

Álvarez, I. (2016). Manual de redacción publicitaria. Círculo Rojo.

Cano, M. (2019). Cómo escribir textos publicitarios persuasivos. Anaya Multimedia.

Báez, A. (2018). Redacción creativa para publicidad y otros medios. Alfaomega.

García, E. (2020). Cómo escribir títulos y textos publicitarios que venden. Anaya Multimedia.

Balado, J. (2017). La redacción publicitaria en la era digital. ESIC Editorial.