

1. BASIC DETAILS

Course	Strategy Laboratory I
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 Strategy Laboratory I subject is an optional course of the Bachelor's Degree in Advertising which aims to provide students with a deep and practical understanding of the strategic planning process in advertising. Students will learn how to develop critical skills to analyse and assess communication situations in a creative and effective way, identifying the needs and wants of consumers while working as a team to develop innovative and effective solutions in terms of brand and business strategy.

Students will have the chance to put their knowledge and skills into practice in the real world, working on communication projects for real companies and non-profit organisations. They will also have the opportunity to learn from experts in the advertising and communication industry, which will allow them to have a broader and more up-to-date view of the trends and challenges of the industry. At the end of the subject, students will be ready to face up to challenges in the real world in the field of strategic planning and they will be equipped with both skills and knowledge to carry out effective and creative advertising campaigns.

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

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):

CE08 - Ability to understand the relevant aspects of the advertising strategy and of the intrinsic value provided by brands.

CE10 - Ability to implement the theoretical and practical bases of advertising, from definition to strategic planning in the media.

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 take strategic approaches that offer long-term communication solutions.

RA2: Students will pass on strategic approaches to everyone involved in the project.

RA3: Students will set out goals and indicators together with the creativity teams.

Skills	Learning outcomes
CB5, CT9, CE12	RA1
CB5, CT9, CE12	RA2
CB5, CT9, CE12	RA3

4. CONTENTS

- Global communication strategies.
- Effective management of the customer's budget to achieve maximum dissemination in the media by reaching the target audience.
- Resolution of briefings that pose challenges regarding customer communication.

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	7
Asynchronous lectures	3
Debates and discussions	25
Case study analysis	10
Problem-solving	40
Oral presentations	20
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	10.0
Oral presentations	20.0
Reports and written work	20.0
Case study/problem scenario	30.0
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:

- Alcántara-Pilar, J. M., & Molinillo, S. (2018). La marca: un análisis desde la perspectiva de la publicidad y las relaciones públicas. Editorial UOC.
- Belch, G. E., & Belch, M. A. (2018). Publicidad y promoción: una perspectiva de comunicación integral. McGraw-Hill Education.
- Dalli, D., & Romani, S. (2013). Branding y posicionamiento en el mercado. ESIC Editorial.
- Kotler, P., & Armstrong, G. (2018). Fundamentos de marketing. Pearson Educación.
- Lavidge, R. J., & Steiner, G. A. (1961). A model for predictive measurements of advertising effectiveness. *Journal of marketing*, 25(6), 59-62.
- Ogilvy, D. (2013). Confessions of an advertising man. Southbank Publishing.
- Reeves, R., & Schaaf, G. (2016). Reality in advertising. Vintage.
- Ries, A., & Trout, J. (2013). Posicionamiento: la batalla por su mente. McGraw-Hill Education.
- Solomon, M. R., Russell-Bennett, R., & Previte, J. (2017). Consumer behaviour. Pearson Australia.