1. BASIC DETAILS

Course	Trend Research
Degree	Bachelor's Degree in Advertising
School/Faculty	Social and Communication Sciences
Year	4º
ECTS	6 ECTS
Type	Optional
Language(s)	Spanish
Delivery Mode	On campus
Semester	1st semester

2. INTRODUCTION

The Trend Research subject in the Bachelor's Degree in Advertising at Universidad Europea is a fundamental course for the professional future of students in the field of advertising. The course is focused on teaching students the skills and techniques required to conduct rigorous and thorough research on current trends in the world of advertising. Students will learn how to analyse, identify and assess the emerging trends on the market and how to use this information to develop innovative and effective advertising strategies.

The course is centred on trend research in various fields, such as technology, culture, fashion, the environment and economy, as well as others. Students will have the chance to explore the latest market trends, including the use of social media, content marketing and brand experiences. They will also be taught how to conduct interviews, surveys and data analyses to obtain valuable information about consumer behaviour and the evolution of trends.

At the end of the course, students will be capable of critically analysing emerging trends in advertising, developing innovative and effective advertising strategies based on research, and conveying their findings in a clear and persuasive way.

3. SKILLS AND LEARNING OUTCOMES

Key skills (CB, by their acronym in Spanish):

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):

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):

CE14 - Ability to recognise the role played by new technology in global society and the way in which advertising is used to reach the consumer.

CE15 - Ability to produce creative solutions to new consumer needs

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

RA1: Students will identify opportunities in the advertising business through new technological resources. Students will observe the latest trends in advertising communication at a national and international level.

RA2: Students will recognise new formulas for new opportunities within the field of communication.

Skills	Learning outcomes

CB3, CT9, CE15	RA1
CB3, CT9, CE15	RA2

4. CONTENTS

- Observatory of current advertising.
- National and international trends in the advertising business.
- Advertising use of applications and new technology.
- Study of novel methods where new communication formulas will be incorporated.

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	19
Asynchronous lectures	11
Debates and discussions	15
Case study analysis	20
Problem-solving	20
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	20.0
Oral presentations	20.0
Reports and written work	10.0
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. BIBLIOGRAFÍA

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

The recommended bibliography is indicated below:

Belk, R. (2014). You Are What You Can Access: Sharing and Collaborative Consumption Online. Journal of Business Research, 67(8), 1595-1600. https://doi.org/10.1016/j.jbusres.2013.10.001

Berman, R. (2017). How Trends Become Trends: A Theory of Cultural Emergence. American Journal of Sociology, 123(6), 1777-1815. https://doi.org/10.1086/693973

Chang, Y. (2016). Social Media Use For Corporate Reputation Management: A Literature Review and Future Research Directions. Public Relations Review, 42(3), 540-547. https://doi.org/10.1016/j.pubrev.2015.11.001

Deuze, M. (2012). Media Life. Polity Press.

de Vries, L., Gensler, S., & Leeflang, P. S. (2012). Popularity of Brand Posts on Brand Fan Pages: An Investigation of the Effects of Social Media Marketing. Journal of Interactive Marketing, 26(2), 83-91. https://doi.org/10.1016/j.intmar.2012.01.003

Kim, A. J., & Ko, E. (2012). Do Social Media Marketing Activities Enhance Customer Equity? An Empirical Study of Luxury Fashion Brand. Journal of Business Research, 65(10), 1480-1486. https://doi.org/10.1016/j.jbusres.2011.10.014

Ritzer, G., & Jurgenson, N. (2010). Production, Consumption, Prosumption: The Nature of Capitalism in the Age of the Digital 'Prosumer'. Journal of Consumer Culture, 10(1), 13-36. https://doi.org/10.1177/1469540509354673

Saunders, M. N., Lewis, P., & Thornhill, A. (2019). Research Methods For Business Students (8th ed.). Pearson.

Thompson, C. J., & Tambyah, S. K. (2018). Theorizing the Performative Power of Trends. Journal of Consumer Research, 45(2), 295-313. https://doi.org/10.1093/jcr/ucx136

Weng, L., Menczer, F., & Ahn, Y. Y. (2013). Virality Prediction and Community Structure in Social Networks. Scientific Reports, 3, 2522. https://doi.org/10.1038/srep02522