

## 25335 - Elements of advertising and public relations

### Información del Plan Docente

Academic Year	2017/18
Faculty / School	103 - Facultad de Filosofía y Letras
Degree	272 - Degree in Journalism
ECTS	6.0
Year	4
Semester	Second Four-month period
Subject Type	Compulsory
Module	---

### **1.General information**

#### **1.1.Introduction**

#### **1.2.Recommendations to take this course**

#### **1.3.Context and importance of this course in the degree**

#### **1.4.Activities and key dates**

### **2.Learning goals**

#### **2.1.Learning goals**

#### **2.2.Importance of learning goals**

### **3.Aims of the course and competences**

#### **3.1.Aims of the course**

#### **3.2.Competences**

### **4.Assessment (1st and 2nd call)**

#### **4.1.Assessment tasks (description of tasks, marking system and assessment criteria)**

### **5.Methodology, learning tasks, syllabus and resources**

#### **5.1.Methodological overview**

See "Learning activities " and "Syllabus".

More information will be provided on the first day of class.

## 5.2.Learning tasks

- Theoretical lectures.
- Practical lectures.
- Individual work.
- Personal study.
- Assessment activities.

## 5.3.Syllabus

1. History of advertising
2. The advertising communication process. Subjects of the process
  - 2.1. The advertiser
  - 2.2. The agency
  - 2.3. The media
  - 2.4. The publics
3. Ethical and legal framework
4. The advertising campaign.
5. The creation of the spot.
6. Advertising communication and PR. The principles of PR.

## 5.4.Course planning and calendar

See the academic calendar of the University of Zaragoza (<http://academico.unizar.es/calendario-academico/calendario>) and the website of the Faculty of Philosophy and Arts ( *Schedule of classes* : <https://fyl.unizar.es/horario-de-clases#overlay-context=horario-de-clases>; Examination schedule: <https://fyl.unizar.es/calendario-de-examenes#overlay-context=>)

More information will be provided on the first day of class.

## 5.5.Bibliography and recommended resources

[BB: Bibliografía básica / BC: Bibliografía complementaria]

## **25335 - Elements of advertising and public relations**

- [BB] Eguizábal, Raúl. Teoría de la publicidad / Raúl Eguizábal Madrid : Cátedra, 2007
- al. La comunicación activa : Publicidad sólida / Marçal Moliné Bilbao : Deusto, 1988
- [BB] Perlado Lamo de Espinosa, Marta. Planificación de medios de comunicación de masas / Marta Perlado Lamo de Espinosa Madrid : McGraw Hill, D.L. 2006