

## 25335 - Elements of advertising and public relations

### Información del Plan Docente

|                  |                                                      |
|------------------|------------------------------------------------------|
| Academic Year    | 2018/19                                              |
| Subject          | 25335 - Elements of advertising and public relations |
| 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.Aims of the course

#### 1.2.Context and importance of this course in the degree

#### 1.3.Recommendations to take this course

### 2.Learning goals

#### 2.1.Competences

#### 2.2.Learning goals

#### 2.3.Importance of learning goals

### 3.Assessment (1st and 2nd call)

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

### 4.Methodology, learning tasks, syllabus and resources

#### 4.1.Methodological overview

See "Learning activities " and "Syllabus". More information will be provided on the first day of class.

#### 4.2.Learning tasks

The course includes the following learning tasks:

- Lectures.
- Practice sessions.
- Autonomous work and study.

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- Assessment tasks.

### 4.3.Syllabus

The course will address the following topics:

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

### 4.4.Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Facultad de Filosofía y Letras website <https://fyl.unizar.es/>

### 4.5.Bibliography and recommended resources

[BB: Bibliografía básica / BC: Bibliografía complementaria]

- [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