

Academic Year/course: 2021/22

25335 - Elements of advertising and public relations

Syllabus Information

Academic Year: 2021/22

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

2. Learning goals

3. Assessment (1st and 2nd call)

4. Methodology, learning tasks, syllabus and resources

4.1. Methodological overview

The methodology followed in this course is oriented towards the achievement of the learning objectives. It is based on active participation, case studies, teamwork etc. that favor the development of communicative skills and critical thinking. A wide range of teaching and learning tasks are implemented, such as lectures, practice sessions, autonomous work, tutorials, and assessment tasks.

Students are expected to participate actively in the class throughout the semester.

Classroom materials will be available via Moodle. These include a repository of the lecture notes used in class, the course syllabus, as well as other course-specific learning materials, including a discussion forum.

Further information regarding the course will be provided on the first day of class.

4.2. Learning tasks

This is a 6 ECTS course organized as follows:

? Lectures. The teacher presents theoretical contents illustrated with relevant examples.

? Practice sessions. They can include discussion and presentation of case studies, learning of techniques and practical work outside the classroom (field work or visits).

? Autonomous work. Students do tasks such as study, readings, preparation of practice sessions and seminars, and summative assignments.

? Tutorials. Office hours can be used to solved doubts and for follow-up of students? learning progress.

? 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

- 2.1. The advertiser
- 2.2. The agency
- 2.3. The media
- 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 to the faculty of Philosophy and Arts website (academic calendar <http://academico.unizar.es/calendario-academico/calendario>; *Schedule of classes*: <https://fyl.unizar.es/horario-de-clases#overlay-context=horario-de-clases>; Assessment schedule: <https://fyl.unizar.es/calendario-de-examenes#overlay-context=>).

4.5. Bibliography and recommended resources

<http://psfunizar10.unizar.es/br13/egAsignaturas.php?codigo=25335>