



## THEORY AND STRUCTURE OF ADVERTISING AND PUBLIC RELATIONS

Number of credits: 20

### AIMS AND OBJECTIVES

Advertising is a multi-faceted phenomenon; a discourse able to absorb and accommodate any cultural form that a society introduces into it. This broad scope of advertising discourse is due, in large part, to the rich complexity of the message and the processes that generate it.

This module, *The Theory and Structure of Advertising and public relations*, is designed as a plural approach to the theoretic and practical world of advertising, as the nature of the discourse in question requires. As this is a core module, it ought to be pointed out that it is not only useful to prospective advertising and public relations professionals, but also to those involved in the communications sector in general as advertising is the main source of media income, and the strategies, structures and forms are closely linked to media, producers etc. Besides, the public relations offer a close relationship with journalism in general and the press offices in particular, and the audiovisual companies. Therefore, the module aims to provide a sound background of advertising concepts, terminologies and professional practices directed at the three branches available in Communication Sciences.

The underlying concept of the module has a dual perspective: on the one hand, it aims to introduce the student to the professional practice, concerned with the possible strategies that can be developed depending on the different media, medium and forms for campaigns etc. On the other, it aims to present a more analytic and critical view, so that the student is aware of the different methods of analysis used in advertising and public relations discourse and, in this way, start to develop a more critical understanding of advertising. To resume, the intention is that the student reflects and thinks about the various forms that an advertising message may take and how these forms affect the content as much as the persuasive power of the message.

### LEARNING OUTCOMES

#### A) Knowledge and comprehension

The student is expected to acquire knowledge and comprehension of the following during the module:

1. Conceptualisation of the elements, forms, processes and structure of advertising and public relations in producing campaigns and other communication actions.
2. Analysis of advertising messages from diverse points of view and hermeneutic methodologies that enable a correct conception and interpretation of the messages.
3. Study the elements that constitute the formal structure of a communicative message from the point of view of strategy.
4. The importance of receiver/consumer in relation to advertising and public relations research, in a social, personal and psychological context:



demography, life-styles, perception, knowledge, motivation, needs, attitudes etc.

5. Study of publicity, creative and means strategies: development of variables and strategy techniques in order to carry out campaigns, communication plans, etc.; study of creative techniques as a basic tool to focus the campaign on argumental and persuasive matters; and analysis of media planning when it comes to finding an adequate profile of the receiver with publicity codes.
6. Study of the public relations plan and business and institutional communication techniques.
7. Practical approach to creating and producing persuasive messages in all ways.
8. Guided analysis of different conventional advertising media, medium and forms and 'below the line'.
9. Introduction to the theory and practice of the concept of media research and the different variables in advertising media analysis.
10. Elements of measure advertising efficiency.

#### *Methodology and Learning Strategies*

Given the theoretic-practical nature of the course, knowledge and comprehension of the areas covered will be delivered by means of lectures and seminars given in small groups, as well as regular class exercises and tutorials. This form of direct teaching will be backed by study manuals, essays, articles from specialised publications and, eventually, preparing assignments and projects.

#### **B) Intellectual skills**

In order to achieve the basic theoretic and practical training in advertising proposed, the student will need to develop the following capacities:

1. Critically evaluate and assess messages, campaigns, structures, theories, models etc.
2. Describe and analyse the informative and persuasive advertising discourse. Guidance will be provided for this.
3. Build reasoned arguments and question assumptions from the point of view of the theory and practice of persuasion.

#### *Methodology and Learning Practices*

The students will prepare a range of assignments during the course that will enhance their analytic and critical approach to advertising messages. They will also be presented with hypothetical practical cases related to strategies, structures, advertising campaigns and public relations, etc that they will have to evaluate and analyse from various points of view. A series of tutorials will be arranged and practical seminars that will provide the student will the appropriate experience of the material covered.

#### **C) Practical skills**



The student will have to develop the capacity to plan, design and implement practical activities during the module, using advertising techniques and procedures.

#### *Methodology and Learning Strategies*

During the course, the student will prepare assignments to be presented in class. The assignments must involve using both academic tools – compiling a body of analysis, research involving a range of bibliographic sources etc. – and more professional tools – using software, interviewing companies etc.

#### **C) Transferable skills**

1. Capacity to explain orally and in writing any work that has required research, analysis and synthesis of information obtained.
2. Capacity to integrate in a work-group and participate as a team-member in the discussion or preparation of projects.
3. Capacity to plan and manage learning.
4. Skills to plan tasks and manage time.

#### *Methodology and Learning Strategies*

The evaluation of oral and written presentation skills will be based on their demonstration in presentation assignments during the course. Active participation in class, attendance and meeting agreed deadlines will also be taken into account.

### **SUMMARY OF THE LEARNING PROCESS**

1. Assessment will be done through compulsory written exams following the agenda established by the school.
2. In addition, throughout the course creative or strategic analysis will be done of publicity texts (spots, ads, graphic, etc.) and public relations campaign texts. Practical cases will also be given to be later strategically solved, related to the topic which is being taught.
3. Conceiving and carrying out a final group exercise (as in a communication company) which consists of a *briefing* students will work on in order to develop a complete communication campaign. Including from strategic approach to creative production and the most favourable media study. This communication campaign is to be presented in the classroom.
4. Finally, personalised follow up of students in the classroom (voluntary participation, integration in work groups, etc.) as well as weekly tuition established by the teacher will complete verification of the learning system.

Partial and final exams will take place throughout the course corresponding to dates set by the school agenda. Students who pass these exams will have passed the module, if not, they have to do the exam over again in September with all the units of the course.



LEARNING CHECKING PROCESS	RESULTS (expressed as %)	EVALUATION	
By means of: <ul style="list-style-type: none"> <li>- Corresponding exams and, in some cases, partial exams.</li> <li>- Advertising commentaries, text criticisms and guided debates.</li> <li>- Guided analysis of advertising texts, hypothetical cases etc.</li> <li>- Attendance and active participation and other types of public interventions.</li> <li>- Individualised follow up provided by tutorials.</li> </ul>	<i>Knowledge and comprehension (50%)</i> <i>Intellectual skills (30%)</i> <i>Practical skills (15%)</i> <i>Transferable skills (5%)</i>	<p><b>EXAM 60%</b></p> <p><b>CLASS WORK 40%</b></p>	<b>FINAL MARK</b>

*\* The student's final mark will be calculated in accordance with the norms and criteria stipulated in the evaluation system.*

## SYLLABUS

### Unit 1. BRAND STRATEGY AND POSITIONING

- 1.1 Concept of brand
- 1.2 Strategic management of the brand
- 1.3 Errors and Decisions in communication management of the brand
- 1.4 Brand Value
- 1.5 Positioning strategies
- 1.6 Practical case.

### Unit 2. STRATEGIC COMMUNICATION

- 2.1 Persuasive and corporate communication
- 2.2 Strategic Theories in Communication
- 2.3 Target Audience
- 2.4 Communication objectives
- 2.5 Practical case



### Unit 3. CREATIVE STRATEGY

- 3.1 The process of advertising creation
- 3.2 The creative concept
- 3.3 Advertising genres
- 3.4 Structure and analysis of the message (TV, Internet, Radio, Press, others)
- 3.5 Practical case: Advertising Campaign and Analysis of ads.

### Unit 4. CREATING THE ADVERTISING MESSAGE

- 4.1 Producing Process
- 4.2 Production of audio-visual advertisements
- 4.3 Production of graphic advertisements
- 4.4 Production of audio advertisements

### Unit 5. STRATEGY OF THE MEDIA

- 5.1 View of the media in Spain
- 5.2 Classification of the media
- 5.3 Characteristics and structure of the media

### Unit 6. RESEARCH AND MEDIA PLANNING

- 6.1 Sources relative to circulation and selling printing media
- 6.2 Sources relative to audience research
- 6.3 Sources relative to structure and fees of the media
- 6.4 Sources relative to publicity activity of brands
- 6.5 *briefing* of the media
- 6.6 Planning stages
- 6.7 Analysis variables in the media

### Unit 7. THE ACTIVITY IN PUBLIC RELATIONS

- 7.1 Public relations as a tool for marketing
- 7.2 Identity, image and incorporated communication
- 7.4 Organisations and their public
- 7.3 Public relations plan
- 7.6 Image campaigns
- 7.8 Crisis communication
- 7.9 *Lobby*



## Unit 8. ASSESSMENT OF EFFICIENCY IN COMMUNICATION

- 8.1 Qualitative and quantitative skills
- 8.2 Publicity *Pre-Test*
- 8.3 Publicity *Post-Test*

## Unit 9. OTHER SIDE OF ADVERTISING

- 9.1 Intangible Advertising: Values, Habits and Behaviour.
- 9.2 Advertising and Its role in Contemporary Societies.
- 9.3 Debate and Reflections about advertising and Public Relations nowadays.

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