

# Teaching guide

## IDENTIFICATION DETAILS

Degree:	Advertising		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	BRAND MARKETING		
Type:	Compulsory	ECTS credits:	6
Year:	1	Code:	3339
Teaching period:	First semester		
Area:	Foundations of the Environment and the Market		
Module:	Foundations for a General Theory of Advertising		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

## SUBJECT DESCRIPTION

La marca puede incrementar el valor percibido de una empresa, de un producto o de un servicio por encima de sus atributos más funcionales. La marca es transmisora de las promesas y aglutinadora de los valores que empresa, producto o servicio comparten con sus consumidores y clientes garantizando así la continuidad del negocio al ser elegida entre otras de la competencia.

Las marcas no pueden entenderse fuera de su contexto: la política, la sociedad, la tecnología, la cultura y las personas cambian y las marcas evolucionan a veces como impulsoras del cambio y otras adaptándose a él. Marketing de marca es una asignatura centrada en las marcas, pero sobre todo en las personas y aspira a enseñar a los alumnos a observar la realidad de su entorno y a comprender el funcionamiento de los mercados desde una mirada de respeto capaz de aportar valor a sus grupos de interés y a la sociedad en general.

Esta asignatura del área de empresa se despliega transversalmente por casi todos los palos de la publicidad con

la intención de servir de mapa para situar las diferentes áreas de trabajo, perfiles, agencias... y dar significado a tantos términos y anglicismos propios de la jerga profesional. Marketing de marca es pues, una asignatura de introducción a muchos de los conceptos que los alumnos desarrollaran en profundidad en otras disciplinas a lo largo del Grado.

## **SKILLS**

### **Basic Skills**

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

### **General Skills**

To acquire critical, analytical, synthetic, reflective, theoretical and practical thought to be able to understand reality and convey this understanding in the media.

To be able to join and adapt to a working team, aligning one's interests with those of the joint project.

To gain a specific understanding of each of the subjects that make up the advertising syllabus.

### **Specific skills**

To retrieve, organise, analyse and process valuable information on the advertisers and their brands, products or services, and to use this information in a confidential, positive manner to achieve the ends sought by the advertisers.

To understand the marketing plans of advertisers and to adapt to the specific culture of each organisation to achieve fluent communication between the advertiser and the agency.

To develop curiosity, insight and creativity and to be aware of the various cultural and artistic manifestations on the

rise, as well as the new channels of expression emerging in society.

### **DISTRIBUTION OF WORK TIME**

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours