

# Teaching guide

## IDENTIFICATION DETAILS

|                                      |   |               |      |
|--------------------------------------|---|---------------|------|
| Degree:                              | Advertising                               |               |      |
| Field of Knowledge:                  | Social and Legal Science                  |               |      |
| Faculty/School:                      | Communication Science                     |               |      |
| Course:                              | HISTORY OF ADVERTISING                    |               |      |
| Type:                                | Compulsory                                | ECTS credits: | 3    |
| Year:                                | 1   | Code:         | 3344 |
| Teaching period:                     | Second semester                           |               |      |
| Area:                                | History                                   |               |      |
| Module:                              | Socio-cultural and Historical Foundations |               |      |
| Teaching type:                       | Classroom-based                           |               |      |
| Language:                            | Spanish                                   |               |      |
| Total number of student study hours: | 75  |               |      |

## SUBJECT DESCRIPTION

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## SKILLS

### Basic Skills

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| 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 |
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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 critically reflect on texts, artistic works or cases in an extensive, in-depth and relational manner, linking them to personal circumstances.

To face today's reality from the standpoint of its historical structure in order to make it possible to gain a personal understanding of the future.

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

### **Specific skills**

To gain an understanding of the circumstances of the world and its historical evolution, in particular, modern Spanish society, and to be familiar with its basic (anthropological, political, economic and cultural) parameters.

To appreciate the main artistic themes, currents and creations as manifestations of Western culture and advertising.

To gain an understanding of contemporary Spanish, European and international persuasive strategies and tactics, as well as of theories, concepts and currents studying them, based on the analysis of and research on the messages conveyed and their social impact.

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.

Adquirir un amplio conocimiento sobre los personajes, agencias y campañas más relevantes de la Historia de la Publicidad que les provea de un bagaje cultural óptimo para manifestarse a propósito de su futura profesión en base a referencias de calidad.

## **DISTRIBUTION OF WORK TIME**

| CLASSROOM-BASED ACTIVITY | INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY |
|--------------------------|---|
| 30 hours                 | 45 hours                                    |