

Teaching guide

IDENTIFICATION DETAILS

Degree:	Advertising		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	ADVERTISING ECOSYSTEM		
Type:	Compulsory	ECTS credits:	3
Year:	1	Code:	3348
Teaching period:	Second semester		
Area:	Company		
Module:	Advertising business system		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	75		

SUBJECT DESCRIPTION

La experiencia nos dice que, en esta primera etapa de su aprendizaje, los alumnos no entienden, ni conocen, más allá de lo intuitivo, quiénes son los actores que conforman esta área del conocimiento, ni cómo se interrelacionan, ni cuáles son los elementos exógenos que influyen sobre ellos. La idea es que comiencen a tener una perspectiva holística y profesional del sector al que han encaminado sus pasos. Los alumnos deben entender que la industria publicitaria funciona como un ecosistema, con sus actores principales (agencias, medios, anunciantes), secundarios (productoras, empresas de investigación, consultoras, festivales...), las instituciones que se relacionan con ellos, así como su marco jurídico. De igual modo, comprender que la actividad publicitaria nacional e internacional se articulan como un conjunto de elementos que interactúan entre sí constantemente.

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

To learn how to acquire knowledge: to understand the dynamics of personal development through skills in communication, research, critical and creative thought, consideration and execution of action plans, and teamwork.

Specific skills

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 gain an understanding of the structure, operation and management of companies in the advertising and communication sector.

To apply the principles of economic management and manage a budget effectively, with accountability and consistency, on behalf of the advertiser, in order to accomplish the communication objectives set.

DISTRIBUTION OF WORK TIME

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