

# Teaching guide

## IDENTIFICATION DETAILS

Degree:	Advertising		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	CAMPAIGN DESIGN AND STRATEGY		
Type:	Compulsory	ECTS credits:	12
Year:	3	Code:	3360
Teaching period:	Fifth semester		
Area:	Advertising Creativity		
Module:	Communication Design Processes and Strategies (Skills)		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	300		

## SUBJECT DESCRIPTION

La asignatura se plantea desde el punto de vista del alumno y de la sociedad en la que vive, ayudándole a pensar con una mayor profundidad sobre la realidad a la que pertenece y con una mirada nueva para repensarse desde perspectivas que antes no se había planteado, creando así estrategias y campañas centradas en la persona/consumidor entendiendo que detrás de cada marca hay un pensamiento y detrás de ese pensamiento una persona/marca/institución.

Como propósito formativo transversal a todas las asignaturas del curso se plantea lo siguiente: Fomentar la

ideación y la realización de proyectos publicitarios alternativos en base a una estrategia acorde a los públicos y medios de difusión, con una visión ética.

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

To develop the ability to perform creative and managerial tasks as a freelancer and in self-employment schemes.

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 be able to conceive and produce communicative content of interest to audiences as new forums for communicative relationships.

To develop, plan and implement corporate, product and service launches, promotional and customer loyalty campaigns.

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.

**DISTRIBUTION OF WORK TIME**

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
120 hours	180 hours