

Teaching guide

IDENTIFICATION DETAILS

Degree:	Advertising		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	CAMPAIGN PRODUCTION		
Type:	Compulsory	ECTS credits:	12
Year:	3	Code:	3365
Teaching period:	Sixth semester		
Area:	Design and Production of Messages		
Module:	Design and Production of Advertising Messages (Tools)		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	300		

SUBJECT DESCRIPTION

Por otra parte, los conceptos teórico-prácticos aprendidos durante las clases magistrales, capacitarán al alumno en el desempeño de las labores propias de los equipos de una agencia cuando se enfrentan a la realización de una campaña publicitaria ya aprobada por el cliente. Demostrando así un manejo completo del desarrollo de una idea, desde su ideación pasando por su realización y posteriormente por su producción.

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

Specific skills

To use and be familiar with the technologies and systems used to process, develop and convey messages, and to express and disseminate advertising creations through the media, especially graphic design, photography and multimedia technology.

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

DISTRIBUTION OF WORK TIME

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