

IDENTIFICATION DETAILS

Degree:	Advertising		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	MERCHANDISING TECHNIQUES		
Type:	Optional	ECTS credits:	3
Year:	3	Code:	3377
Teaching period:	Fifth 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:	75		

SUBJECT DESCRIPTION

Además, reflexionaremos sobre qué vemos cuando nos paramos ante un escaparate, qué sentimos, qué esperamos encontrar al acudir a una tienda física o al acceder a un comercio online. Es decir, consideraremos cuál es la utilidad de esta materia y qué servicio cumple en relación con el hombre y la sociedad, pues ¿os imagináis qué ocurriría si en los supermercados los envases de todos los productos fueran completamente blancos? Nos sentiríamos totalmente perdidos, no sabríamos qué elegir... Por tanto, se trata de abordar la asignatura con una mirada nueva y realmente profunda, desde una perspectiva ética y antropológica de lo que significan cada una de las acciones comunicativas que ideamos y ejecutamos, teniendo en cuenta tanto la parte más teórica como la técnica de la profesión. En definitiva, pondremos en valor el ejercicio de esta disciplina,

desde una actitud reflexiva y haciéndonos conscientes de nuestra responsabilidad con las personas a las que nos dirigimos.

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.

To communicate in the language specific to each media platform (press, journals, radio, television and beyond) and in various digital systems that act as a vehicle for communication and mass messages.

To set communication objectives in each campaign and ensure they are not distorted or diverted during the

process of creation, production and communication of advertising messages.

DISTRIBUTION OF WORK TIME

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