

IDENTIFICATION DETAILS

Degree:	Advertising		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	SOCIAL RESEARCH TECHNIQUES: TREND RESEARCH		
Type:	Optional	ECTS credits:	3
Year:	3	Code:	3379
Teaching period:	Sixth semester		
Area:	Foundations of the Environment and the Market		
Module:	Foundations for a General Theory of Advertising		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	75		

SUBJECT DESCRIPTION

La asignatura "Nuevas tendencias en comunicación publicitaria" se centra en el estudio y adquisición de conocimientos sobre los cambios actuales y futuros en la concepción estratégica, el desarrollo aplicado de nuevos formatos publicitarios, las relaciones de los actores participantes en los procesos de creación de campañas y las herramientas y procesos de control de la eficacia, fiabilidad y eficiencia comunicativa en el nuevo contexto tecnológico actual.

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

Specific skills

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.

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.

DISTRIBUTION OF WORK TIME

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