

# **Programme Specification**

## **Bachelor in Advertising and Public Relations**



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## **1. PROGRAMME DETAILS**

**Programme name:** Grado en Publicidad y Relaciones Públicas

**Translated programme name:** Bachelor's Degree in Advertising and Public Relations

**School/Faculty:** Faculty of Communication and Social Sciences

**Level:** Undergraduate

**Duration:** 4 years

**Credits:** 24 ECTS

**Authorisation date:** 16/06/2008

**Launch:** 2008-2009

**Accreditation renewal date:** xxxxx

## **2. PROFESSIONAL COMPETENCES**

### **2.1. General competences**

- G1: Ability to analyse and synthesise.
- G2: Problem solving.
- G3: Ability to organise and plan.
- G4: Use of Information Technologies.
- G5: Teamwork.
- G6: Interpersonal skills.
- G7: Ethical commitment.
- G8: Ability to work in an international context.
- G9: Ability to apply knowledge.
- G10: Ability to generate new ideas (creativity).
- G11: Ability to undertake research.

### **2.2. Specific competences**

- E1: Capacity and ability to work as professionals who take charge of the commercial communications and PR business policies.
- E2: Capacity and ability to run the communications section in an organisation or company. Their work is based on establishing contacts with the various audiences, both internal and external, as well as the planning, control and management of the annual communications plan.
- E3: Capacity and ability to establish a communications plan: set the communications objectives, define the target audience, lay out the strategies and control the communications budget.
- E4: Capacity and ability to freely exercise the profession or teaching, providing advice to communications agencies or their clients on matters pertaining to communications in any shape or form.
- E5: Interpersonal and inquisitive capacities so as to establish a fluid, competent interaction between the announcer and the agency, analysing the functional features of the campaign and its operational development.
- E6: Capacity and ability to perform the role to be undertaken in a media department in an agency and, to a greater extent, in the so-called media centres.
- E7: Capacity and skill to perform the strategic planning tasks and functions for both advertising and corporate communications.
- E8: Capacity to define and manage marketing, advertising and PR budgets for correct cost allocation. These disciplines and their corresponding activities within the business

framework are those to which a professional trained in the field of advertising and public relations accedes.

- E9: Capacity and ability to create and develop graphic features, images, symbols and texts with which to express ideas and messages graphically with good judgement, both manually and through software tools available for this purpose.
- E10: Capacity for the creation and handling of audiovisual resources to construct advertising copy and/or corporate communications.
- E11: Capacity and ability to identify, value, manage and protect intangible company assets (identity, personality and corporate image), adding value to their products and services while reinforcing the reputation of the same.
- E12: Capacity and ability to use communications technologies and techniques in the various media or combined and interactive media systems (multimedia), particularly to apply them to the field of advertising communications; special emphasis on the creation of new platforms, media, channels and devices which primarily facilitate the conceptualisation, design, development, production and dissemination of propaganda standards.
- E13: Key knowledge about communications subject to patterns of informative persuasion, both promotional and specific to the disciplines within the particular dynamics of public relations in organisations. These support the activity in accordance with set requirements - such as disciplinary knowledge and professional competences.
- E14: Capacity to lead and take on the business and entrepreneurial challenge in advertising and/or public relations-based projects which need human and other resources - managing these efficiently and assuming the principles of social responsibility. Social responsibility is an especially valid subject in the pursuit of professional activity which has acquired a strategic importance at the heart of companies and institutions of all sorts.
- E15: Capacity to understand and interpret the specific environment of advertising and public relations and adapt to the change expected in an extremely dynamic context, determined by new management methods and tools for the profession.
- E16: Capacity for an objective analysis of the present state and drawing of valid conclusions based on knowledge and analysis of the economic, psychosocial, cultural and demographic situation affecting the professional landscape in advertising and public relations. All of this makes the student able to successfully interact with society, thus anticipating a series of benefits in favour of the person/company as well as society-at-large.

- E17: Capacity to draw sources of inspiration from the modern cultural and intellectual scene for the creative performance of their profession, valuing the cultural roots - particularly artistic - which provide constructive support to advertising standards through mediating tools and methods in the evolution of creative activity.
- E18: Accept innovation as a design guideline in the creation of advertising and as a variable which favours establishing new and solid relational communication pathways within organisations which act as a backbone to solving all types of challenges and problems, whether or not linked to specific communications features; ability to boldly move towards the unknown but also to show prudence and professionalism, starting from a solid awareness of the current situation.
- E19: Exercise creative thought and put it to use in all sorts of situations habitually, given the expressive tenor - upheld by audiovisual and/or discursive matrices - required of an especially dynamic and consolidated profession (advertising and/or public relations). This is the result of persuasive parameter which requires the use of creative abilities by the agents involved in these activities.
- E20: Capacity to adapt to organisational objectives: possibility to form part of management teams (the term being understood in the broadest sense of entrepreneurship and including institutional and non-profit activities) and adapt to their culture, making them compatible and also synergistic. Training a student in specific subjects for responsible management within the field of public relations optimises their imminent attachment to said professional teams, unleashing (being socially and humanly responsible) a series of management and leadership skills in the context of an organisation.
- E21: Sufficient skill to undertake research projects related to corporate communications, marketing and advertising, as well as to apply the results of this research afterwards to the professional activity or any other such objectives.
- E22: Ability to act freely and responsibly, assume ethical reference points, values and principles that are in line with the times; at the same time, understand the precepts that frame the legal system in the area of advertising communications law. This latter: responsible for analysing the regulatory limits which govern the advertising profession, examining not just personal duty but also the legal regime for messages being disseminated and the companies involved in this activity.
- E23: Capacity to manage emotions, stress and frustration in the face of difficulties appearing in the pursuit of projects and professional goals within a professional sector - that of advertising and public relations - whose pursuit requires, on the one hand, continuous interchange of proposals between the professional and the client and, on the other, a clear link between the technical and human level within a heterogeneous network of agents who comprise an organisation.
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- E24: Know how to tackle projects and decision making with perspective, consensus, independence, empathy and self-analysis. All of these are key parts of the development of proposals within the advertising sphere, as well as practices that examine organisational communications management activities.
- E25: Capacity to effectively and correctly communicate, and persuade responsibly and assertively, both in writing and orally.
- E26: Capacity for economic and budgetary management in the different activity areas, bearing in mind the financial variants inherent in the profession - arising from the study and start-up of business initiatives within the professional advertising and public relations medium.

*Specific competences for the Optional Subject: Advertising Strategies*

- E27: Be able to take a creative view of the possibilities offered by the new technologies with regard to the construction of advertising strategy.
- E28: Be able to anticipate trends and flows in the advertising industry and in marketing.
- E29: Adopt a strategic view of the different advertising and marketing communications channels which arise as ways to contact audiences.

*Specific competences for the Optional Subject: Corporate Communications*

- E30: Understand the operational mechanics of internal communications in organisations and how to plan strategies in this area.
- E31: Ability to make the most of the corporate communications and public relations tools with the aim to sustain organisational development.
- E32: Ability to understand the dynamics of mass media communications and the digital situation to correctly adapt public relations and corporate communications strategies.



### 3. PROGRAMME STRUCTURE

Subject	Type (CS/OB/OP)	Semester	Credits ECTS
<b>First Year</b>			
Modern World History	CS	I	6
Spanish & Communication	CS	I	6
Documentation	CS	I	6
Audiovisual Language	OB	I	6
Communication Theory	CS	I	6
Advertising & PR: Principles	OB	II	6
English	OB	II	6
Written Communication	OB	II	6
History of Communications	CS	II	6
Modern Art & Culture	OB	II	6
			<b>60</b>
<b>Second Year</b>			
Civic Humanism	CS	III	6
Literature & Text Analysis	CS	III	6
Economics	CS	III	6
Design & Art Direction	OB	III	6
Marketing: The Basics	OB	III	6
Sociology	CS	IV	6
Modern Political Systems	CS	IV	6
Inter-Cultural Communications	OB	IV	6
The Radio: Theory & Techniques	OB	IV	6
Corporate Identity and Image	OB	IV	6
			<b>60</b>
<b>Third Year</b>			
Ethics	OB	V	6
Media Planning	OB	V	6
PR Planning	OB	V	6
Graphic Art & Drawing	OB	V	6
Advertising Photography	OB	V	6
Business Communications	OB	VI	6
Social Research: Methods & Techniques	OB	VI	6
Advertising Creativity	OB	VI	6
Optional Subject Itinerary	OP	VI	12
			<b>60</b>
<b>Fourth Year</b>			
Communication Law	OB	VII	6
Corporate Social Responsibility	OB	VII	6
Optional Subject Itinerary	OP	VII	12
Work Placement	OB	Annual	6
End of Degree Project	OB	Annual	9
Advertising & Public Relations: Code of Conduct	OB	VIII	3
Optional Subject Itinerary	OP	VIII	6
Leadership & Personal Development	OB	VIII	6
Branding	OB	VIII	6
			<b>60</b>
<b>TOTAL</b>			<b>240</b>

Elective subjects:

<b>MODULE</b>	<b>SUBJECT</b>	<b>TYPE</b>	<b>SEMESTER</b>	<b>ECTS</b>
Module 7: Advertising Strategies 30 ECTS*	Interactive Advertising	OP	VI	6
	Audiovisual Advertising	OP	VI	6
	Retail Marketing	OP	VII	6
	Coolhunting	OP	VII	6
	New Forms of Marketing	OP	VIII	6
Module 8: Corporate Communications 30 ECTS*	Communication & Political Marketing	OP	VI	6
	Media Training	OP	VI	6
	Issues Management	OP	VII	6
	Internal Communications	OP	VII	6
	Protocol & Events Management	OP	VIII	6

## **4. PROGRAMME CONTENTS**

### **Year One**

#### **4.1. Modern World History**

**Credits:** 6

**Type:** Basic

**Contact hours:** 75

**Study hours:** 75

**Summary:** Modern World History will examine the different situations occurring over the period running from the great revolutions of the 19th century through to the still simmering Arab Spring. The aim is to look in depth at the key factors and understand the long-term and wide-reaching evolutionary processes which created and determined geopolitical reality.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Analyse all the facets of the different historical sources, understanding the context in which they were written.
- Apply intellectual rigour to the observation of modern times from a historical perspective.
- Understand the creation and evolution of modern social movements, as well as the role therein of ideas and communication in their evolution.
- Link ideas, facts and processes in a critical and dynamic analysis of the world at present.
- Understand the role of social communication in the propagation of ideas and social movements over recent centuries.

## **4.2. Spanish & Communication**

**Credits:** 6

**Type:** Basic

**Contact hours:** 74

**Study hours:** 76

### **Summary:**

Every professional trained and immersed in the world of communications must be competent in expressive usage, rigorous in application and inquisitive about the possibilities offered by their own linguistic patterns for their discursive creations. This subject is extremely important within the study plan as it is a core subject. Its aim is for the student to reflect on language, acquire knowledge and be a refresher on the rules and usage, greater communication skills and an awareness of the extensive possibilities offered by the language code, given that it will assuredly be one of the main tools of their trade.

### **Learning outcomes:**

After completing this subject, students will be able to:

- Be fully up-to-date with the rules of Spanish, with particular attention paid to spelling and grammar.
- Use sources of information, both printed and e-sources, on the Spanish of today.
- Understand the language as a basic communications code which, as such, has its own rules, components and tools for usage.
- Examine the grammar of the language more fully, so as to include pragmatic, textual-discourse and semiotic features.
- Reflect on what is right and suitable in terms of linguistic, expressive and communicative products.

### **4.3. Documentation**

**Credits:** 6

**Type:** Basic

**Contact hours:** 78

**Study hours:** 72

#### **Summary:**

Documentation is a key learning area for the student and professional in the Communications area. Among the learning objectives are the identification of the format types and document sources for the work of the future professional in any of the areas. In addition, the basic tools, theories and practices are shown to document the professional production of content, with special focus on new information technologies. The intention is that the student also understands the importance of documents as a source of research in their professional sphere. Lastly, there is an intention for the communications professional to develop skills and abilities so as to approach work from a perspective of quality, rigour and accuracy.

The work method in this subject will allow students to apply the contents to their university training and in the pursuit of their academic tasks.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Understand the importance of the evolution and history of documentation in the work of a communications professional.
- Write academic pieces using suitable theoretical and technical bases in documentation, which will contribute to their academic and professional training from a holistic perspective.
- Identify the documentation needs for a specific communications product, the type of document which will satisfy this need and the documentation unit where the document may be found.
- Find and carefully choose the necessary resources to document the professional production of content, always respecting ethical principles and the code of conduct of the communications professional.
- Compare the information to be used in the creation of communicative content and academic tasks using suitable documentation techniques which contribute to the pursuit of the truth, quality and accuracy of the content.

#### **4.4. Audiovisual Language**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 65

**Study hours:** 85

##### **Summary:**

When talking about language, we mean the collection of symbols and articulations that enables mankind to express feelings and thoughts. However, when we talk about audiovisual language, image and sound interact as a part of an aesthetic whole, which through the recording techniques of cameras captures reality. This latter is organised by the human eye through editing and, thus, communication is achieved through audiovisual production. This subject intends the student acquire and become comfortable with the language that they will use professionally so as to create coherent, attractive and beautiful audiovisual discourses for their audience.

##### **Learning outcomes:**

After completing this subject, students will be able to:

- Know the basic components of audiovisual grammar and be able to interpret it critically.
- Use the main audiovisual technological tools at a simple level.
- Link theoretical concepts of audiovisual language together and apply them practically to short audiovisual tasks.
- Create coherent meaningful audiovisual discourse through the various audiovisual communications tools.
- Have initiative, be versatile and work in a team in an audiovisual context.

#### **4.5. Communication Theory**

**Credits:** 6

**Type:** Basic

**Contact hours:** 64

**Study hours:** 86

##### **Summary:**

This subject aims to introduce first year students to communication as an object of academic study, which serves as a theoretical and conceptual basis for all other subjects which feature communication as background. The content of the subject will essentially touch on the definition of communication and on the purpose of the elements necessary when communications take place. Likewise, the different communications areas will be analysed, placing special emphasis on collective communications and the main theories regarding the effects of media on the public - such as the Spiral of Silence and Agenda Setting. This subject will be the student's first encounter with the reality that gives rise to the name of the Faculty, as well as an introduction to the organisation of the communications media and the working methods of the professionals in the sector.

##### **Learning outcomes:**

After completing this subject, students will be able to:

- Understand the concept of communication, vital for correctly performing a professional role in advertising or public relations.
- Discover the results of communications: overcoming individual differences and social integration of people.
- Identify the main contributions to the study of communications in the last few decades.
- Reflect on the intentionality and repercussions of the contents in the communications media.
- Acquire a useful theoretical framework to encompass the various linked subjects within the general area of communications.

#### **4.6. Advertising & PR: Principles**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 72

**Study hours:** 78

##### **Summary:**

This subject offers a general introductory overview of advertising, public relations and corporate and institutional communications. It introduces the techniques, processes, structures and work systems in the industry and in advertising communications and PR: organisational structures and advertiser/client relations, advertising and communications agencies, communications and advertising media, and the principles of persuasive advertising communications. This notwithstanding, an eye is cast over the historical side to contextualise the analysis of the remainder of the aforementioned items.

##### **Learning outcomes:**

After completing this subject, students will be able to:

- Know the specific traits that define advertising and PR as techniques of persuasive communication.
- Identify the changes in advertising and PR over the course of time.
- Know the different parties involved in the advertising and corporate communications structures and processes.
- Know the different stages which comprise the advertising creation process.
- Identify the different types of social recognition received by the advertising.
- Learn and apply the basic vocabulary used by a professional in the advertising and PR fields.



#### **4.7. English**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 79

**Study hours:** 71

**Summary:** The aim of this subject is to strengthen knowledge of English grammar and control of the four linguistic skills required to be at B2 level under the Common European Framework of Reference for Languages (CEFR). Reading and listening skills will be developed alongside oral and written expression to ensure the students reach the level required for communications training. Likewise, the sociolinguistic and practical features of English which have an impact on communications will be studied.

In addition, the intention is to expand vocabulary and increase socio-cultural knowledge of English-speaking countries. Special emphasis will be placed on the understanding and analysis of topical texts, dealing with matters including the environment, new technologies, health, sport, cinema, music, etc.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Study and analyse the main problems in English grammar and be able to measure formal/functional correctness at CEFR B2.
- Understand topical texts in English as a result of the future communicator acquiring the abilities and skills required to be a solid reader and listener at CEFR B2.
- Focus the English learning from an inter-linguistics angle, contrasting it with the native language.
- Interact with others in English and take part in debates and conversations of all sorts at CEFR B2 level.
- Clearly and fluently present descriptions and arguments in English, adapting the style to the CEFR B2 level communications context.

#### **4.8. Written Communication**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 64

**Study hours:** 86

##### **Summary:**

Firstly, Written Communication provides the student with the theoretical principles and the key elements to correctly write basic narrative texts, position papers and descriptions. The subject is intended to make the student reflect on the writing of these types of text, acquire deeper knowledge in this area, and be capable of applying this knowledge to their own writing in Spanish - their primary daily work tool in any part of the communications sector.

Secondly, the subject provides the theoretical basis and practical development that will enable the student to correctly write communication pieces, including the heading, lead, body, use of quotes and discursive news.

The subject has a clear practical focus and emphasises correct use of Spanish in the texts mentioned. Thus, Written Communication is an especially useful subject for all areas in the world of communications. The content is established so the student can develop the basic competences of a communicator and a notable critical awareness of the writing process.

##### **Learning outcomes:**

After completing this subject, students will be able to:

- Write copy with corrections in style and according to the rules - particularly narrative and descriptions.
- Draft full journalistic copy, respecting the professional and ethical formulae.
- Incorporate quotes correctly into a text.
- Review and self-correct their own texts.
- Critically examine texts written by others.

#### **4.9. History of Communications**

**Credits:** 6

**Type:** Basic

**Contact hours:** 64

**Study hours:** 86

##### **Summary:**

The subject introduces First Year Journalism students to the phenomenon of social communications through historical developments in Europe and America. The starting point is the initial invention and development of the printing press in the 15th century as a decisive factor in the development of communications. Then, the communications phenomenon will be described and analysed through to the end of the 20th century, the time when the Internet and other digital media opened up the future. Special attention will be paid to the main forms in which public communications have become more specific in their evolution, expressed classically through Journalism, Propaganda, Advertising and Public Relations and Audiovisual Communications. The subject will make the most of the knowledge base gained by the students having studied World History.

##### **Learning outcomes:**

After completing this subject, students will be able to:

- Recognise the basic concepts and events characterising the history of communications.
- Identify the main individual and group players involved in the History of Communications, as well as the links between them.
- Identify and understand the current vision of Audiovisual Communications, Journalism, Propaganda, Advertising and Public Relations - accounting for origins and precedents.
- Understand the close link between social and political changes and the change in the area of communications from a critical perspective.
- Acquire a basic professional understanding.

#### **4.10. Modern Art & Culture**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 71

**Study hours:** 79

##### **Summary:**

An introduction to modern art forms - from a creative point of view - and art theory. The key factors will be provided for awareness and understanding of these creative forms, the relationships between them and their social and economic implications in the 20th century. The students will learn the logic of these forms of expression, both to enjoy them and to use them in their professional future in connection with modern imagery and communication through visual elements.

##### **Learning outcomes:**

After completing this subject, students will be able to:

- Discover the poetic code to the various art forms to later express them in the context of their own professional work.
- Value the forms of modern and present day artistic expression - particularly visual expression.
- Connect modern art to other cultural forms and link all of these to progression in advertising communications.
- Develop their own evaluation criteria for art forms, primarily from the various movements seen during the course.
- Find in art and other modern cultural expression a source for the creation of persuasive advertising messages and for the exercising of the profession in general, and for personal enrichment.

## **Year Two**

### **4.11. Civic Humanism**

**Credits:** 6

**Type:** Basic

**Contact hours:** 62

**Study hours:** 88

**Summary:** A subject whose intent, on the one hand, is to observe and analyse the role and process of innovation in economic, business and organisational processes in general, in addition to putting into practice creative and entrepreneurial thought in the search for innovation in projects within and outside the company. Equally, it aims to enable the student to handle the basic points in the creation, shaping and management of a company, particularly in the communications, publicity and PR sectors - though not exclusively. Likewise, the intention is to develop a set of aptitudes and attitudes which bolster entrepreneurial spirit both to create a company and in the heart of a pre-existing one.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Identify the main elements of human interdependence, the basis for attitudes of social and professional commitment.
- Differentiate the cultural and political bases which enhance the development of the principles of solidarity, participation, subsidiarity and authority in civil society.
- Address the problems and conflicts arising in professional work from a perspective of service not supremacy or manipulation.
- Give priority in personal comportment to the dignity of the other person over and above economic, social or individual interests.
- Consider work itself as an opportunity to serve the common good without foregoing legitimate personal aspirations.

#### **4.12. Literature & Text Analysis**

**Credits:** 6

**Type:** Basic

**Contact hours:** 82

**Study hours:** 68

##### **Summary:**

This subject establishes the links between literature and the various forms of communicative text, among which journalistic, persuasive and audiovisual. The training of any communicator must not stray from knowledge of the world which produces literature and its connection with other forms of communicative discourse. Where these forms meet, new and alternative forms of communication arise. An exploration of these latter is a substantial part of the training of a communications professional.

##### **Learning outcomes:**

After completing this subject, students will be able to:

- Develop the ability to understand literature and the different forms of communicative discourse as vehicles for social communication.
- Correctly interpret a literary text.
- Develop narrative skills and formulae for written expression.
- Identify the different literary aesthetics and narrative formulae.
- Develop the ability to put a text into its historical and literary context.

#### **4.13. Economics**

**Credits:** 6

**Type:** Basic

**Contact hours:** 77

**Study hours:** 73

##### **Summary:**

The objective of the subject is to show the student a basic conceptual and analytical framework for economic analysis. In order to acquire a good base in economics, the students must become familiar with the workings of the economy and develop abilities to interpret economic indicators - using the right tools.

##### **Learning outcomes:**

After completing this subject, students will be able to:

- Correctly interpret economic phenomena.
- Use the economic indicators appropriately to provide a rigorous context for the current economic situation.
- Evaluate the economic feasibility of business alternatives.
- Define the most relevant economic doctrines.
- Define the main objectives of economic policy.

#### **4.14. Design & Art Direction**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 70

**Study hours:** 80

##### **Summary:**

Theoretical-practical principles of Graphic Design, essentially and markedly creative publishing, applied to the area of communicative output; starting from an introduction which reviews subjects which, on the one hand, introduce the idea of design and the disciplines linked to the area it touches on, and on the other hand others which describe the productive baggage divided from within, from the origins of the written word through to modern times and the ICTs (Information and Communication Technologies).

In terms of methodology, a study is made of traditional and digital techniques stipulated in the design process for communication models for publishing and printed and/or electronic dissemination. Hence the following are covered: an analysis of the infographic system and derived materials, taking the analogue and/or digital image as the standard informative visual used for a descriptive synthesis of the communications resource.

In art direction, work will focus on the content which studies the workings of the profession within a multi-disciplinary team and, equally, knowledge of the physical, systematic and strategic design means available - prepared for conceptualising, production and possible dissemination/sale of multimedia communications products of a journalistic and/or promotional nature.

##### **Learning outcomes:**

After completing this subject, students will be able to:

- Understand the role, tools and specific processes in art direction for advertising and also in similar areas of PR.
- Efficiently undertake a survey and critical analysis of graphic communicative parts/elements, beginning from creative design formulae applied to the advertising medium. Thus, the student truly links the implicit visual argument to the idiosyncratic informative and/or persuasive level of the various advertising resources and styles.
- The analysis and/or creation of digital iconography: select and manipulate both image type and ideal typographic sources - both applicable to a design product from the communications medium; know and deductively administer different creative criteria related to the classic methods which influence the treatment of shape, colour, composition, etc. and the application of these to the communicative model.



- Absorb and practice the creative sequence which determines the global manufacturing of advertising communication models to be developed - brought to fruition through systems and digital technology. Competences which enhance their creativity to pursue artistic skills - aesthetics - in the initial and midway description of the product, as well as a clear technological vision and ability in the handling of IT tools, particularly for development, manufacturing and dissemination.
- Competently defend work completed in line with requirements of a possible client; convey opportunely the creative process that determines the overall manufacturing of the completed product.

#### **4.15. Marketing: The Basics**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 72

**Study hours:** 78

##### **Summary:**

The subject aims to serve as a general marketing framework both academically and professionally, explaining the main marketing theories, their basic concepts, defining features, etc., while also studying the general trends in this area. Identifying the variables which have the largest impact on the activities and purpose of marketing in companies and organisations.

##### **Learning outcomes:**

After completing this subject, students will be able to:

- Know the customer focus in companies and organisations and its repercussions.
- Analyse the psycho-sociological model of purchasing behaviour and the decision-making process and all the influential variables.
- Understand the use of and methods to segment markets.
- Identify and analyse a product range and understand the main brand, packaging, life cycle and positioning strategies.

Know the prerequisites, methods and strategies in price policies, plus the basics for the rest of the marketing mix.

#### **4.16. Sociology**

**Credits:** 6

**Type:** Basic

**Contact hours:** 77

**Study hours:** 73

##### **Summary:**

This subject introduces the student to social science; the objective of this is to examine the effect society has on the life of people. The programme intends the students reflect on basic current topics such as the growing lack of trust of the political class in democratic societies, the role of globalisation, cyberspace, international migration, the role of women and men in modern society and the changes in the structure of families. For a future communications professional working in a changing global world, this initiation into a systematic study of human society will provide them with an in depth critical view of the distinct social phenomena and processes which comprise the situation in which they are immersed.

##### **Learning outcomes:**

After completing this subject, students will be able to:

- Recognise the fundamental traits of modern society.
- Examine social events from a critical and analytical perspective.
- Develop arguments in a debate on complex matters in the social context.
- Identify the main sociological perspectives.
- Know the primary concepts in social science.

#### **4.17. Modern Political Systems**

**Credits:** 6

**Type:** Basic

**Contact hours:** 79

**Study hours:** 71

**Summary:** The subject consists of understanding the modern political systems through the study of particular countries which constitute paradigmatic models for the different forms of government, with particular attention to Spain. The main objective of the subject is to become familiar with the basic concepts of the political world, as well as with the basic institutions in the political system and how they work. It is intended the student is able to identify, understand and critically analyse the various political processes occurring at present. The overriding objective is the student can understand and relay the whys and wherefores of a multitude of events which take place on a daily basis in social and political life nationally and internationally.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Know the institutions in the paradigmatic political systems, their history, composition and workings.
- Have an overall understanding of the political processes occurring nowadays both nationally and internationally.
- Write pieces in which the implications of the work of these institutions on democratic development in any society are analysed and explained.
- Develop an analytical capacity and critical eye with regard to the current political scene.
- Use the specific sources and basic terminology for the political sector.

#### **4.18. Inter-Cultural Communications**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 90

**Study hours:** 60

##### **Summary:**

The objective of this subject (taught in English) consists of analysing the history, basic concepts, development models and practical applications of Inter-Cultural Communications. The subject is for people who are going to work in multicultural environments - from companies to non-governmental organisations - and educational and governmental institutions. The class will move from theory to practice, personal to applied. The first part of the subject will present the theoretical basis of Inter-Cultural Communications which will help the student analyse labour and personal situations linked to culture, ethics and inter-cultural conflict. Different cases will be studied and the ideas arising from these will be applied through experimental learning activities allowing the student to harmonise theory and practice.

##### **Learning outcomes:**

After completing this subject, students will be able to:

- Reflect on their own inter-cultural experiences and analyse the development of their inter-cultural competence.
- Plan and shape future personal and professional objectives.
- Apply adaptation schemes to inter-cultural situations.
- Analyse specific case studies which feature situations of inter-cultural conflict.
- Devise an action and improvement plan for specific case studies which feature situations of inter-cultural conflict.

#### **4.19. The Radio: Theory & Techniques**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 74

**Study hours:** 76

##### **Summary:**

This subject looks in depth at the characteristics of radio and the particularities of the communicative copy from the point of view of its creation, production, post-production and broadcasting. The subject focuses on the creation of quality radio products - form and content - through correct technical adaptation - resources. Therefore, the primary objective is that the future professionals are able to create copy to be disseminated over the radio. Thus, the student will learn all the processes necessary to create a radio format from the perspective of message style and components (voice, text, music and effects) and also from a technical viewpoint. For this, they will learn to handle the various devices which make broadcasting possible (mixing desks, IT software, microphones). Lastly, techniques will be provided that will help the development of skills geared to adapting the voice of each student to the needs of news copy.

##### **Learning outcomes:**

After completing this subject, students will be able to:

- Write copy for the radio, applying the stylistic specifics of clarity, conciseness and specificity which ensures quality when read aloud.
- Handle the technical equipment in a radio studio (mixing desk, microphones and IT programmes) to obtain independence in contents production.
- Develop their listening skills to effectively create a good sound environment.
- Assess the importance of particular newsworthy events and be able to prioritise them in a radio news bulletin format.
- Create specific content for the radio, whether journalistic, entertainment or persuasive.

#### **4.20. Corporate Identity and Image**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 70

**Study hours:** 80

##### **Summary:**

Among the matters to be studied and worked on in this subject are: organisation identity and types (Mission, Vision & Values). The corporate organisation. Management of the corporate identity. The corporate personality: challenges and problems. Basic principles of corporate image. Research and diagnostic techniques: corporate image management models. Corporate reputation 2.0.

##### **Learning outcomes:**

After completing this subject, students will be able to:

- Recognise and define the strategic business intangibles.
- Understand the importance of the concepts of Corporate Identity, Corporate Image, Corporate Personality and other similar concepts, and understand the importance of all of them in strategic business management.
- Know and use communication research tools and methods for the development of the Corporate Identity.
- Define the concepts of positioning and competitive edge.
- Start up a Corporate Identity and Image project.
- Develop a manual of visual corporate identity regulations.
- Understand the need for strict inclusion of all organisational communication so as to strengthen the Corporate Identity and Image.

## **Year Three**

### **4.21. Ethics**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 67

**Study hours:** 83

**Summary:** Above all, Ethics addresses matters of truth and the moral burden conveyed by the different communicative messages and it is intended, in this fashion, to be a subject contributing to the rounded education of the future communicators. The responsibility placed on Communications professionals cannot be detached from the fact of a commitment to the truth.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Find - and 'put a face to' - the main ethical problems in the communications sector.
- Nurture intellectual and practical habits in order to judge and act in a consistent fashion.
- Recognise the need to have the truth as a reference point.
- Be aware of the concept of 'person' to not lose sight of the fact that a person is finite in and of themselves.
- Create a scale of values in accordance with their world view.



#### **4.22. Media Planning**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 72

**Study hours:** 78

##### **Summary:**

The subject takes a deeper look at the different advertising media - both conventional and non-conventional. It aims to provide the students with the basic concepts behind the main media research studies and tools, in addition to introducing them to the theoretical knowledge and practical use of the procedures employed in media planning. It also covers the basic support software applications for media planning.

##### **Learning outcomes:**

After completing this subject, students will be able to:

- Analyse the environment and take strategic decisions.
- Create an Advertising Media Plan.
- Identify and manage the information sources necessary for media planning.
- Perform the role to be undertaken in a media department in an agency and, to a greater extent, in the so-called media centres.
- Identify and know how to use tools for media planning.

#### **4.23. PR Planning**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 72

**Study hours:** 78

##### **Summary:**

Once the student has a grounding in the theoretical concepts, it is a question of learning planning, design, strategy management and start-up, institutional and corporate plans and action and public relations processes, then applying this knowledge to the set of tools and procedures they have acquired.

##### **Learning outcomes:**

After completing this subject, students will be able to:

- Know the work process in Public Relations and Corporate Communications.
- Undertake an institutional, business and general organisational project, action, campaign, plan and communications strategy.
- Know how to integrate the function of business communications into strategic management and leadership roles.
- Develop the capacity for strategic thought.
- Understand and interpret the environment and be able to adapt to changes in the organisation where they work as a PR person.
- Capacity to define and manage resources and budgets in the area of communications and PR.
- Develop technical abilities in communications: writing and expressing ideas, persuasion and creative originality.

#### **4.24. Graphic Art & Drawing**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 82

**Study hours:** 78

##### **Summary:**

Master the basics of graphic and visual expression through drawing and illustration; at the same time begin to use the computer tools which help in this area; all of this will be applicable later to advertising and public relations design and production.

##### **Learning outcomes:**

After completing this subject, students will be able to:

- Know the basic principles governing visual communications in general, and those applied to advertising communications in particular.
- Understand the importance of expression and graphic language in advertising and, in general, in all persuasive communication.
- Know how to express ideas, processes, projects, concepts, etc. graphically.
- Tackle the challenge of graphic expression, with drawing as the only tool.
- Face up to using computer tools which underpin graphic communications currently, with a certain composure.
- Have assessment criteria for graphic and visual messages in general and advertising copy in particular.

#### **4.25. Advertising Photography**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 60

**Study hours:** 90

##### **Summary:**

A study of the visual techniques and formulae of photography as a means of persuasion and subjective expression. Learning the basic rudiments of photography to take creative, persuasive or personal photos. Therefore, two facets are examined: firstly, the theoretical side which involves the acquiring of suitable terms and technical and theoretical resources; and, secondly, the practical side where visual photographic communication and advertising creations are studied.

##### **Learning outcomes:**

After completing this subject, students will be able to:

- Understand the role of photography as an important part of creative and communicative language in advertising messages.
- Work suitably with recourse to the basic principles of photography.
- Handle the technical and stylistic components of photographic language.
- Construct advertising copy with an adequate photographic base.
- Apply photographic language to the various advertising media, formats and channels, and to those for PR where photography also plays an important role.

#### **4.26. Business Communications**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 66

**Study hours:** 84

##### **Summary:**

In order that the future advertisers and PR personnel may join the labour market successfully, it is essential they have detailed knowledge of the legal, economic-financial and social foundations of the communications company, as well as the external environment and media structure within which the company works. Therefore, this subject closely examines the business side of the media so the student may achieve a holistic understanding of the communications industry.

##### **Learning outcomes:**

After completing this subject, students will be able to:

- Understand the structure of the communications company, with attention to its legal, economic and social bases.
- Develop the critical and discerning tools to contemplate all the factors that affect a communications company, both externally and internally, and, thus, understand the complexity of the production cycle.
- Analyse a communications company economically and financially.
- Assess the importance of a communications company in society-at-large.
- Find out about various international communications companies from an economic-financial perspective.

#### **4.27. Social Research: Methods & Techniques**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 65

**Study hours:** 85

##### **Summary:**

This subject aims to make the students aware of the research methods typically used in Social Sciences and, specifically, in Communications. A study will be made into how to devise, develop and interpret the results of research, using the main quantitative (content analysis and questionnaires) and qualitative (discussion groups, participatory and systematic observation and interviews, among others) research tools. Likewise, there will be a study of the statistical resources necessary to undertake research in communications.

##### **Learning outcomes:**

After completing this subject, students will be able to:

- Know the main research techniques used in the communications sector.
- Choose the most suitable method when undertaking research in the communications field - according to purpose and objectives.
- Design and undertake research to obtain valid conclusions, for academic or business purposes.
- Clearly express and precisely argue research results.
- Have basic ideas about statistics and/or basic use of the SPSS (Statistical Package for the Social Sciences) computer software.

#### **4.28. Advertising Creativity**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 74

**Study hours:** 76

##### **Summary:**

A subject in which creative advertising writing is studied and put into practice, focused on the textual and linguistic features of advertising messages, i.e. what is professionally called copy; an analysis of the different elements of advertising language and text structure depending on the medium or platform - conventional or non-conventional - with the goal of writing powerful persuasive copy which is in accordance with the goals and, naturally, is correct.

##### **Learning outcomes:**

After completing this subject, students will be able to:

- Correctly understand the different stages in the creative advertising process, with particular attention to creativity and expressing it in copy, images, etc.
- Hatch, develop and produce effective creative ideas for the communications
- field.
- Produce an advertising campaign, from briefing through to delivery of the final artwork.
- Develop critical judgement on creativity, both personal and that of others.
- Strengthen their creative potential, understanding the characteristics, attitudes and aptitudes required for this process.
- Know and understand the importance of the presentation of a creative item to the client.

**Year Four**

**4.29. Communication Law**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 70

**Study hours:** 80

**Summary:** This subject looks at the main legal regulations governing the fields of journalism, audiovisual communications and advertising and public relations. Therefore, within the field of journalism, essentially, the right to freedom of expression and information and legal limits to this will be examined alongside the legal effects of illicit information. The arrangement of radio frequencies and the audiovisual service providers' market are some of the features of the audiovisual field requiring particular attention. Lastly, in the area of advertising and public relations, it is essential to examine the competition law and its regulation in the four primary relationships: announcer with competitors, announcer with advertising professional, announcer or advertising professional with the dissemination media and announcer with the end user.

**Learning outcomes:**

After completing this subject, students will be able to:

- Recognise the limitations to the profession in the rights to freedom of expression and freedom of information.
- Understand and acquire basic awareness of the legal regulations and principles that regulate the professional communications area.
- Know the legal repercussions and consequences arising from infringing rights attributed to personal creation in the area of professional communications.
- Legally use work protected by copyright.
- Know and exercise their rights under the conscience clause and professional confidentiality.



#### **4.30. Corporate Social Responsibility**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 60

**Study hours:** 90

##### **Summary:**

CSR is one of the topics that has been gaining strategic importance at the heart of companies and institutions of all kinds. The subject aims to provide the student with the basics to understand the nature and philosophy of CSR and the company which undertakes its activity and eyes its future under the aegis of this framework and to design and put into effect CSR programmes.

##### **Learning outcomes:**

After completing this subject, students will be able to:

- Analyse the degree of commitment of the various business organisations both critically and in a substantiated manner.
- Understand the various areas in which Corporate Social Responsibility activities are undertaken.
- Know the theoretical approaches that underpin Social Responsibility as an indispensable management criterion.
- Handle conceptual and procedural tools to propose Social Responsibility strategies.
- Design and implement Social Responsibility plans, programmes and systems for business.

#### **4.31. Work Placement**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 0

**Study hours:** 150

##### **Summary:**

What stands out among the objectives at San Jorge University is the effective and rigorous human, scientific and technical training of the students through constant innovation in the teaching processes.

In order to acquire knowledge based on real practice and develop the competences acquired through responsible exercising of the professional practice, San Jorge University considers that it is essential for the students to complement their classroom activity with practice in the professional world - valuing it in academic terms as part of the learning process (Royal Decree 1707/2011, dated 18 November). Thus, the university is holistically applying one of the key parameters of the Bologna Process and the European Higher Education Area so as to be in line with the requirements of the social and business environment.

Equally, this system allows the external body to collaborate in training the future graduates, contributing - with the a real-world introduction to the knowledge that daily work requires - to the training of the student and facilitating better social integration at university.

Therefore, Work Placement comprises the logical extension of a learning process oriented towards the working world. The student will apply the competences developed over the degree in the real world and acquire others, connected to an adaptation to the reality of the business world and the assuming of specific roles within an organisation. At the end of this experience, the student should be able to assess and analyse it to draw out what has been learnt about their strong and weak points during the placement and, so, improve their professional quality.

##### **Learning outcomes:**

After completing this subject, students will be able to:

- Comply with the timetable agreed upon with the company.
- Contribute creative and innovative ideas through personal initiative.
- Take suitable decisions responsibly.
- Handle criticism maturely.
- Work under pressure suitably and be immutable in the face of stress.
- Continuously learn new tasks and work methods.
- Apply their knowledge and competences to the implicit needs of the tasks entrusted to them by the company.

- Maintain a suitable personal image in line with the requirements of the business environment.
- Apply social skills and basic behavioural standards in their interpersonal relations.
- Work in a team in a company.
- Show interest and motivation in the performance of the tasks entrusted to them.
- Maintain the confidentiality of information handled in the company.
- Communicate correctly and efficiently both orally and in writing.
- Tackle and execute the tasks assigned responsibly and seriously.
- Plan and manage time and resources suitably.

#### **4.32. End of Degree Project**

**Credits:** 9

**Type:** Compulsory

**Contact hours:** 25

**Study hours:** 200

**Summary:** Entrepreneurial initiative, per the Green Book. Entrepreneurship in Europe, for the Commission of the European Communities (2003), is 'the attitude and the process to create and develop economic activity, combining risk taking, creativity and innovation with solid management in a new or pre-existing organisation. Entrepreneurial initiative is above all a way of thinking or a mentality. It includes the motivation and capacity of the individual, whether independently or within an organisation, to identify an opportunity and fight for it and, thus, produce a new value or economic success'.

The Applied Final Project is posited with the intention of awakening and stimulating the entrepreneurial initiative among the students of the Publicity and PR Degree.

The main objective of the subject consists of the students being able to devise and develop a viable business project in the advertising and/or public relations sectors.

The students will work in groups using research techniques to identify and justify applied projects in the aforementioned communications context, considering the current social environment. It also includes studying basic economic and financial concepts to round out a feasible business plan and successfully tackle projects in this area. The knowledge acquired will allow them to work on their own ideas and, simultaneously, help them to see the activities of management and oversight in a new light as strategies to achieve objectives of different sorts.

The final project for the subject comprises a written document which is then defended in front of an academic and/or professional tribunal.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Apply the academic, professional and research techniques and tools that allow them to design, plan, manage, develop, defend and evaluate projects applied to the advertising and/or public relations communications field from a professional, ethical and viable perspective in the current economic context.
- Analyse, understand and apply the personal, social and legal features necessary to be an entrepreneur in the advertising and/or public relations media.
- Know and apply techniques and resources to create and manage businesses in the communications field ensuring they run well.
- Undertake a marketing plan which describes the formal qualities of the project developed.
- Perform an economic-financial study which endorses the feasibility of the project itself.

#### **4.33. Advertising & PR: Code of Conduct**

**Credits:** 3

**Type:** Compulsory

**Contact hours:** 36

**Study hours:** 39

**Summary:** The objective of the subject is the study and practice of the body of regulatory law that affects both advertising communications and the professional activities connected to public relations. This goal cleaves to an accurate analysis of the proposals that arise within the discipline from ethical and legal perspectives, these being understood as the core points which form the base of responsible professional behaviour which also has an effect on the common good of society.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Know the theoretical foundations of the professional code of conduct for advertising and public relations.
- Identify the ethical scope and social responsibility of decisions taken on when working professionally.
- Value the contribution of advertising and public relations in ensuring the common good and the application of justice.
- Process, create and convey information or communications that allow the opportunity to reflect critically on their professional activity.
- Analyse the ethical and social topics of the 21st century and the importance of professional practice in accordance with the principles of ethics and responsibility.

#### **4.34. Leadership & Personal Development**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 77

**Study hours:** 73

##### **Summary:**

The objective of the subject is to provide the student with the theoretical and practical knowledge to develop the managerial and leadership abilities that every professional in an organisation must master from a social and human responsibility angle. In addition to the objectives linked to the knowledge and concepts to be passed along, the intention is to particularly build in the student attitudes aimed at personal growth and development. This will later help them act in the face of organisational challenges and difficulties, at the same time as expanding interpersonal communication skills (capacities for being communicative-assertive, listening, negotiating, teamwork, self-awareness, social and emotional intelligence, etc.).

##### **Learning outcomes:**

After completing this subject, students will be able to:

- Understand the modern leadership process.
- Exercise basic communications capacities for the efficient and healthy management of people.
- Know how to listen, express themselves and persuade assertively and responsibly.
- Develop an inner vocation for service leadership to the benefit of themselves, others, the organisation to which they belong and society-at-large.
- Grow from a perspective of inner development and self-awareness as a person able to exercise responsible leadership.

#### **4.35. Branding**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 62

**Study hours:** 88

##### **Summary:**

Brand power and its construction. Brand identity and value proposition. Brand structure strategy and corporate management. Naming: value for organisational communication. Its logic: production of meaning and commercial impact. Relationship with corporate design. Intellectual property rights (copyright). Brand portfolio: dangers and opportunities. The brand's relational spectrum as a way of creating value.

##### **Learning outcomes:**

After completing this subject, students will be able to:

- Familiarise themselves with the terms used in branding, naming and corporate design.
- Understand the branding process as strategic brand management.
- Understand the structures of brand architecture.
- Start up a strategic brand management process.
- Undertake a brand creation project.
- Have the capacity and ability to use the necessary communications technologies and techniques for a brand creation project.

## **Elective Itinerary: Advertising Strategies**

### **4.36. Interactive Advertising**

**Credits:** 6

**Type:** Optional

**Contact hours:** 60

**Study hours:** 90

#### **Summary:**

Know the particularities of advertising in the different highly interactive digital media: Internet, mobile devices, tablets and other newly created media/platforms, alongside technical handling of the relevant tools - so as to be able to apply this knowledge to the development of parts of a project in the same field.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Know and adequately use the specific interactive advertising terms.
- Understand the whole picture of agents, connections, structures and processes that make up interactive communications in modern marketing and advertising.
- Correctly handle the communications tools and techniques in interactive advertising.
- Plan and design copy, actions and advertising campaigns in the interactive media.
- Include interactive actions and campaigns within the framework of a holistic marketing communications strategy.



#### **4.37. Audiovisual Advertising**

**Credits:** 6

**Type:** Optional

**Contact hours:** 70

**Study hours:** 80

**Summary:** Covers both audiovisual language and production within the framework of advertising actions and public relations. Know the basics of writing audiovisual and radio scripts, to be applied and valued within advertising slots. Implementation of basic professional competences in audiovisual and radio production in the various creative stages for audiovisual and radio advertising slots.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Understand the characteristics and creative stages that go into an advertising script and learn how to write one.
- Analyse the audiovisual advertising narrative structures for practical application both in advertising and in corporate audiovisual copy.
- Understand the cross-media reality of numerous communications activities and know how to plan strategies to take these into account.
- Undertake a theoretical, formal and content-based analysis of audiovisual advertising copy.
- Understand the primary audiovisual technologies applied to advertising on the different platforms - digital or otherwise.
- Apply the basic audiovisual grammar to the creation of advertising copy.
- Master and undertake the various stages of audiovisual advertising production.

#### **4.38. Retail Marketing**

**Credits:** 6

**Type:** Optional

**Contact hours:** 60

**Study hours:** 90

**Summary:** Know the different commercialisation techniques put into play by marketing at the point of sale (POS) and consumption, and the various trends which arise: Trade marketing strategies and the whole sales channel, promotional marketing, merchandising, experience-based marketing, retail design marketing, etc. English is a dominant feature of this subject.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Understand the importance of POS, merchandising and other similar marketing techniques in the purchasing process and brand, product and company communications.
- Know and use the primary marketing and communications techniques and tools at the POS.
- Understand the close connection between experience-based marketing and retail marketing and its importance in general brand strategy.
- Plan and start up the design and production of a retail marketing project.
- Include retail marketing within the marketing and communications variables.

#### **4.39. Coolhunting**

**Credits:** 6

**Type:** Optional

**Contact hours:** 60

**Study hours:** 90

**Summary:** Ability to detect new sociocultural cultures and patterns while using the tools and channels for this with the intention of being able to draw on them in the strategy and creativity of a project. English is a dominant feature of this subject.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Know how to identify trends in the fields of interest to the project or client for whom they work.
- Understand and rigorously practice the relevant methodology to correctly and easily detect trends.
- Be alert to collate all sorts of new social behavioural patterns, with the intention of aligning them with the clients' strategic plans.
- Identify sociocultural and consumer trends and convert them into business opportunities and niche markets, and nix threats and opportunity costs.
- Convincingly convey to the client or others the relevance of particular trends for the strategic management of companies, brands, services or institutions.

#### **4.40. New Forms of Marketing**

**Credits:** 6

**Type:** Optional

**Contact hours:** 60

**Study hours:** 90

**Summary:** A forum for the analysis and practice of the new forms that advertising communications and marketing are taking through the application of new technologies and new sociocultural trends: geopositioning, sensory marketing, digitalisation of media, channels and platforms, etc.

This is a subject which will include an analysis of all the practices and trends in marketing and advertising communications which arise as a result of innovations - of all sorts, including technology.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Understand the importance of technological innovation to marketing practices and advertising communications.
- Be alert to detect the possibilities and limitations of new advertising and marketing practices, channels, platforms, devices and media.
- Integrate the innovation with new forms in the advertising campaigns and activities being considered.
- Plan and design advertising copy and campaigns suitable to the new platforms.
- Detect new opportunities - technological or any other sort - with which to plan innovative advertising and marketing campaigns and activities.

## **Elective Itinerary: Corporate Communication**

### **4.41. Communication & Political Marketing**

**Credits:** 6

**Type:** Optional

**Contact hours:** 71

**Study hours:** 79

#### **Summary:**

The subject is focused on knowledge of the key factors in political and institutional discourse - the strategies and persuasive techniques. It aims to use a dual approach to the phenomenon of public communications and political and ideological persuasion - one coming from an eminently communicative arena and the other from an arena that is more akin to marketing.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Know the basic ideas which define political marketing, the connection with other areas of Communications and Social Sciences, its history and its evolution.
- Understand and critically analyse the mechanics of communications that articulate political processes and their connection to a country's democratic and institutional quality.
- Identify and apply marketing techniques and strategies which are used to create the image, messages and campaigns for political parties and public or private institutions.
- Design and plan communications campaigns and strategies for political parties and public or private institutions from their offices and with their team of advisers.
- Manage with exactitude the specific terms of political marketing and the sources in this sector.

#### **4.42. Media Training**

**Credits:** 6

**Type:** Optional

**Contact hours:** 60

**Study hours:** 90

**Summary:** Develop the ability to be a spokesperson in front of audiences and communications media to represent an organisation before their target audience - thus working on spoken and written expression and verbal and non-verbal communication, applied to the objectives of the project. Training and development of skills to elicit effective public appearances from top management and officials from organisations. Media Coaching. Media relations. Public speaking. Effective presentations.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Understand the importance of handling verbal and non-verbal communication well when representing an organisation.
- Master the skills to communicate to a specific audience in the interest of passing on key messages.
- Show they are familiar and comfortable in front of the media.
- Handle the basic rules of rhetoric and public speaking to effectively achieve their communicative and persuasive goal.
- As a communications advisor, show third parties these communications skills and abilities - both to a specific audience and to the media.

#### **4.43. Issues Management**

**Credits:** 6

**Type:** Optional

**Contact hours:** 80

**Study hours:** 70

**Summary:** Detection and management of problems and potential conflicts at the heart and in the environs of the Organisation. Management of matters of interest for organisation-target audience relations. Potential risks and crisis management. Preventive marketing. English is a dominant feature of this subject.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Know the relevance of preventive management in organisational crises.
- Know the life cycle of a crisis and its implications for both management and crisis communications.
- Be aware and make others aware of the crucial importance of the role played by communications processes in any crisis.
- Master crisis communications techniques and tools.
- Scrutinise and anticipate critical processes, analysing their causes, mechanics and consequences.
- Have enough ability to react with effective communication in the face of a crisis.

#### **4.44. Internal Communications**

**Credits:** 6

**Type:** Optional

**Contact hours:** 60

**Study hours:** 90

**Summary:** Work on company models and techniques for internal communications as one of the tasks to be undertaken in organisations which has a steadily greater importance in the professional life of the graduate. Plan, lay out and start up internal communications plans and activities. English is a dominant feature of this subject.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Define and understand internal communications, its importance within business strategy and its purpose.
- Identify and apply internal marketing tools.
- Define the corporate culture as a key element in internal communications strategy.
- Assess the work atmosphere as part of the research strategy prior to the internal communications plan.
- Undertake the designing and starting up of an internal communications plan.



#### **4.45. Protocol & Events Management**

**Credits:** 6

**Type:** Optional

**Contact hours:** 60

**Study hours:** 90

**Summary:** Help the student get to know and apply the techniques of Protocol to build, maintain and, above all, pass on the mission of the organisation to its public (stakeholders). The stages in the creation of an act will be studied along with all the features that must be considered - from a communications perspective - when organising an event. Simultaneously, emphasis will be placed on the importance that events - their design and management - are acquiring in business and institutional communications.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Define the concept of protocol as a communications tool and indispensable factor in external relations for any organisation.
- Know the main rules and techniques to organise any type of act, in addition to the current legislation on protocol.
- Know the structure and organisation of a protocol team.
- Know how to apply the general rules of protocol to the organisation of acts and be able to draw up a Work Plan to organise an act.
- Explain and rationalise decisions connected to the organisation of an act.
- Successfully tackle the designing, planning and management of communications events.
- Integrate the management and start up with other advertising and public relations channels and activities - using a wide-angled view of marketing communications in perspective.