

## SUBJECT TEACHING GUIDE

### M222 - Advertising Management Strategies

#### Master's Degree in Marketing Management (Tourism Businesses)

Academic year 2022-2023

1. IDENTIFYING DATA					
Degree	Master's Degree in Marketing Management (Tourism Businesses)			Type and Year	Compulsory. Year 1
Faculty	Faculty of Economics and Business Studies				
Discipline	Obligatory Subjects				
Course unit title and code	M222 - Advertising Management Strategies				
Number of ECTS credits allocated	2,5	Term	Semester based (1)		
Web					
Language of instruction	Spanish	English Friendly	No	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS				
Name of lecturer	ROSA PATRICIA MARTINEZ GARCIA DE LEANIZ				
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Other lecturers					

### 3.1 LEARNING OUTCOMES

- Design the advertising communication strategy of a company.

### 4. OBJECTIVES

- To know the strategic role of advertising within business communication .
- To understand how the communication and advertising strategy influences consumer behavior .
- To identify the strategies for creating advertising messages .

6. COURSE ORGANIZATION	
CONTENTS	
1	<p>Topic 1. The role of advertising in the communication mix</p> <p>1.1. Communication concept.</p> <p>1.2. Advertising as a communication process.</p> <p>1.3. Influence of advertising on consumer behavior.</p>
2	<p>Topic 2: Strategic planning of an advertising campaign</p> <p>2.1. The advertising process.</p> <p>2.1.1. Planning.</p> <p>2.1.2. Creative development.</p> <p>2.1.3. Decision.</p> <p>2.1.4. Exposure of the campaign and responses.</p> <p>2.2. The Briefing</p>
3	<p>Topic 3: Creative treatments</p> <p>3.1. Creative techniques.</p> <p>3.2. Advertising genres.</p> <p>3.3. Advertising styles.</p>

7. ASSESSMENT METHODS AND CRITERIA				
Description	Type	Final Eval.	Reassessn	%
Team work	Work	No	Yes	40,00
Competences development	Others	No	No	10,00
Individual exam	Written exam	No	Yes	50,00
<b>TOTAL</b>				<b>100,00</b>
Observations				
<p>- Students will take a multiple choice test as the final exam to assess the theoretical and practical knowledge acquired (minimum grade: 4).</p> <p>- Similarly, students will carry out various group work throughout the course (minimum grade: 4). Co-evaluation of the work by the members of the group.</p> <p>- The subject will be passed when the overall grade (final exam, group work and skills development) is equal to or greater than 5.00.</p> <p>- In case of not passing the subject, the students will have the opportunity to submit to a new evaluation test of that part of the subject that is definable as recoverable (written exam or practical work) that they have not passed in the continuous evaluation.</p> <p>- Students will have at all times the virtual classroom of the subject. This tool will provide you with methodsb alternative ways of accessing the materials, of communication between the participants of the subject and of evaluation of the learning process. In addition, students will be able to consult the program and the outline of contents of the subject, carry out and deliver the practical tasks and participate in discussion forums.</p>				
Observations for part-time students				
<p>The evaluation of the subject for part time students will consist of a partial theoretical exam and a practical work that will follow an established structure according to the contents of the subject.</p>				

## 8. BIBLIOGRAPHY AND TEACHING MATERIALS

### BASIC

- García-Uceda, M. (2008). Las claves de la publicidad. ESIC editorial.
- Rodríguez del Bosque, I., Suárez, A., García de los Salmones, M.M. (2008). Dirección Publicitaria. Editorial UOC.