

UNIVERSIDAD DEL SAGRADO CORAZÓN
ESCUELA DE COMUNICACIÓN FERRÉ RANGEL

SYLLABUS

TITLE: Introduction to Advertising

CODE: PUB 218

PREREQUISITE: CMU 101, GME 101 approved or concurrent

CREDITS: 3 credits, 3 hours per week, 1 semester

DESCRIPTION:

Presentation of the advertising industry and the practice of the profession. Discussion of the practices and the knowledge to understand the discipline. Skills development for independent and collaborative learning. Creation of an advertising agency to learn how to be part of a team and how to develop a set of work practices while creating and developing an individual voice and brand. Stories, cultural background and current work practices in global advertising. Discuss the digital advertising trends and the ideas to build a cutting-edge advertising strategy. Explore topics related to theory and culture.

JUSTIFICATION

Students should understand the advertising industry and the exercise of the profession. They should stop thinking as if they were part of the audience and start being the creators of communication strategies. The advertising industry demands a new way of thinking. In a world of social media, conversations, publishing platforms, active audiences and augmented reality, brands, campaigns and communicators must be creative and strategic. Advertising used to be part of print and television ads, but mobile videos, online networks and social media have created a new relationship between brands and customers.

SKILLS AND COMPETENCES

Transversal skills

1. Written communication, english and spanish (level I)
2. Teamwork (level I)
3. Critical questioning (level I)

Specific skills

At the end of the course, the students will be able to:

1. Identify the fundamental elements in the advertising communication and campaign.
2. Understand the organizational and institutional structures of the 21th Century, and the different roles of the advertising business.
3. Understand the new strategy creation trends and messages for digital environments, including purchases.
4. Develop the writing skills related to advertising and understand the fundamentals of this type of writing.
5. Apply the esthetic, rhetoric and ethic principles of the product and advertising practices criticism.
6. Understand the creative entrepreneurship of this industry.

CONTENT:

- I. Advertising as a valued instrument in society and business:
 - A. Advertising profile
 - B. Global vision of the industry in this century
 - C. Advertising as part of marketing
 - D. Ethic concepts and advertising regulations
 - E. Esthetic and rhetoric in advertising
 1. Persuasive narrative in advertising: the estetic, images and sounds in the narrative
 2. Rhetorical figures: metaphor, personification, metonimia, hyperbole, humor, others.
- II. Digital advertising
 - A. What is digital advertising?
 - B. Advertisement types
 - C. Social media
 - D. Video, sound and rich media ads
 - E. The digital environment
 - a. Sellers: editors, exchange, networking, others.
 - F. Ads-media buying
 - a. Concept: population, audience, impressions
 - b. Buying models: cost per millar (CPM), cost per click (CPC), cost per action (CPA), gross rating points (GRP).
 - G. Audience segmentation:
 - a. Data gathering: Cookies, personally identifiable information (PII), registry data, Internet protocol, data management platforms, apps and documents downloads, voluntary registries.
 - H. Ad delivery:

- a. Ad Servers: purpose and operation
 - i. Analytics:
 - 1. Key Performance Indicators (KPI)
 - 2. Social media insights reports
 - 3. Reports providers

III. Ad industry structure:

- a. Advertisers
- b. Agency and its components
- c. Suppliers
- d. New business structures

IV. Overview of the dynamics in the advertising agency:

- a. Positions: Account executive, Media planner and buyer, text editor, graphic artist, others.
- b. Strategies resources and technology
- c. Standardized industry language
- d. Agency business

V. Advertising plan

- a. Marketing plan
- b. Development of the advertising plan
 - i. Structure
 - ii. Objectives and strategy
 - iii. Creative strategy
 - iv. Message
- c. Structure of the media planning process
 - i. Media objectives
 - ii. Media strategy
 - iii. Evaluation of traditional, non-traditional and digital media

VI. General concepts of the strategic writing of documents

- a. Reports by work areas: conference and call reporting
- b. Briefs: campaign, creative, media
- c. Advertisements for electronic, print, digital and non-traditional media
- d. Billings and budgets

VII. The personal brand

- a. Benefits of the personal brand
- b. Career goals
- c. Optimization of the personal brand in social networks
- d. Digital portfolio construction

- e. Professional social networks
 - i. Purpose and style
 - ii. Types: professionals, employment, ideas exchange

VIII. Entrepreneurship in the advertising industry

- a. Creative entrepreneurship model
- b. Canvas model
- c. The 'Pitch'.

INSTITUTIONAL STRUCTURES

Conference

Invitees

Excursions

Oral and written reports

Analysys

Creative projects

Electronic resources

Collaborative work

EVALUATIONS

Creative projects	45%
Participation and attendance	10%
Personal brand project	20%
Teamwork: business idea	<u>25%</u>
Total	100%

BIBLIOGRAPHY

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PROFESSIONAL ASSOCIATIONS

Asociación de Agencias publicitarias de Puerto Rico (www.agenciaspublicitarias.com)

Point of Purchase Advertising Institute (www.popai.com)

American Association of Advertising Agencies (www.aaaa.org)

Advertising Educational Foundation (www.aef.com/index.html)

Asociación de Radiodifusores de P.R. (www.radiodifusores.com)

American Advertising Federation (www.aaf.org)

Interactive Advertising Bureau (www.iab.com)

Any students needing reasonable accommodation should request it at the Associate Dean of Student Affairs office.

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