



## IDENTIFYING DATA

### International advertising

Subject	International advertising			
Code	P04G190V01907			
Study programme	Grado en Publicidad y Relaciones Públicas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Optional	4th	1st
Teaching language	#EnglishFriendly Spanish			
Department				
Coordinator	Corbacho Valencia, Juan Manuel			
Lecturers	Corbacho Valencia, Juan Manuel			
E-mail	jmcorbacho@uvigo.es			
Web				
General description	English Friendly subject: International students may request from the teachers: a) materials and bibliographic references in English, b) tutoring sessions in English, c) exams and assessments in EnglishThe matter is directed to show to the student the strategies employed to such ends together with all the implications that comports especially from a communicative point of view.			

## Training and Learning Results

Code	
A5	That the students have developed those learning skills necessary to undertake later studies with a high degree of autonomy.
C1	Knowledge of the historical evolution of the advertising communication and of the public relations, as well as of the industrial aspects, socio-political and aesthetic that influence on their elements, forms and processes.
C5	Theoretical and practical knowledge of the advertising elements, forms and languages and of the public relations in the local/regional context, both national and international.
C9	Knowledge of the communication strategies and its creative development, applicable to all type of organizations, as well as of the necessary methodologies to its analysis, audit and evaluation.
D3	Collaborative competences: ability of adaptation to the objectives and organizational values and of teamwork.

## Expected results from this subject

Expected results from this subject	Training and Learning Results	
New	C5	D3
	C9	
(*)	A5	C5 D3
Contextualise the origin, *evolucón and tendencies of future more immediate in the international advertising communication	C1	
	C5	
Develop strategies and processes directed to the creation and realisation of advertising messages in distinct supports and media	C9	

## Contents

Topic	
Advertising in international marketing	History and definitions The international marketing in the context of the company The internationalisation of the company
The international advertiser	International advertisers: current situation Main world-wide advertising markets and its features Agency networks

International advertising constraints	Starting international and global campaigns Standardisation vs. adaptation international advertising constraints
Country branding	The value of country brands Country brand studies Case study: Spain

## Planning

	Class hours	Hours outside the classroom	Total hours
Debate	6	20	26
Case studies	6	20	26
Mentored work	13	40	53
Lecturing	23	20	43
Objective questions exam	2	0	2

\*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

## Methodologies

	Description
Debate	It treats of debates well in Spanish or in English on articles of actuality and publications of reference on the contents *programáticos.
Case studies	Study of real cases of international campaigns from the parameters treated in the theoretical frame.
Mentored work	Final work of course that includes: process and verification of the fear preparation of *indice bibliographic research delimitation of the sample develop of analysis oral presentation in class presentation of the work written
Lecturing	Exhibition of the *temario with examples and references of actuality.

## Personalized assistance

### Methodologies Description

Case studies	Classroom work will be either individual or group assignments supervised by the teacher.
Mentored work	The educational assist to the students in the preparation of the works of the matter.

## Assessment

	Description	Qualification	Training and Learning Results	
Case studies	Study of real cases of international campaigns from the parameters treated in the theoretical frame.	30	C9	D3
Mentored work	Oral presentation and by writing of work end of course	50	A5	C1 C5 C9
Objective questions exam	20 questions, either multiple choice with one correct option or filling in gaps.	20		C1 C5 C9

## Other comments on the Evaluation

## Sources of information

### Basic Bibliography

DE MOOIJ, M., **Advertising Worldwide: Concepts. Theories and Practice of International, Multinational and Global Advertising**, Prentice Hall, 1994

DE MOOIJ, M., **Global marketing and advertising: Understanding cultural paradoxes**, Sage Publications, 1998

DE MOOIJ, M., **Consumer Behaviour and Culture**, Sage Publications, 2003

DE MOOIJ, M., **Global Marketing and Advertising**, Sage Publications, 2005

### Complementary Bibliography

DE MOOIJ, M., **The Future is predictable for international marketers. Converging incomes lead to diverging consumer behaviour**, International Marketing Review, 2000

DOMZAL, T. & KERNAN, J., **International Advertising: To Globalize, Visualize**, Journal of International Consumer Marketing, 1993

DUNCAN, T. & RAMAPRASAD, J., **Standardized Multinational Advertising: The Influencing Factors**, Journal of Advertising, 1995

ELINDER, E., **International Advertisers Must Devise Universal Ads, Dump Seperate National Ones**, Advertising Age, 1961

ELINDER, E., **How International can European Advertising be?**, Journal of Marketing, 1965

HARRIS, G., **The Globalization of Advertising**, International Journal of Advertising, 1984

HITE, R.E. & FRASER, C., **International Advertising Strategies of Multinational Corporations**, Journal of Advertising Research, 1988

HITE, R.E. & FRASER, C., **Configuration and Coordination of Global Advertising.**, Journal of Business Research, 1990

KANSO, A., **The use of advertising agencies for foreign markets: decentralized decisions and localized approaches?**, International Journal of Advertising, 1991

KANSO, A., **International Advertising Strategies: Global Commitment to Local Vision**, Journal of Advertising Research, 1992

LEVITT, T., **The Globalization of Markets**, Harvard Business Review, 1983

ONKVISIT, S. & SHAW, J.J., **Global Advertising: revolution or myopia**, Journal of International Consumer Marketing, 1997

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## Recommendations

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### Subjects that are recommended to be taken simultaneously

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Alternative Communication: Virtual Media and new advertising media/P04G190V01903  
 Communication management/P04G190V01701

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### Subjects that it is recommended to have taken before

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Advertising theory and practice/P04G190V01105  
 Advertising Creativity/P04G190V01304  
 Preparation of advertising message/P04G190V01401  
 Strategic Advertising/P04G190V01402  
 Structures and activity of the advertising agency/P04G190V01403  
 Evaluation of advertising effectiveness/P04G190V01601  
 Planning and management of advertising media/P04G190V01602

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