



## IDENTIFYING DATA

### (\*)Dirección e xestión publicitaria

Subject	(*)Dirección e xestión publicitaria			
Code	P04M082V11112			
Study programme	Máster Universitario en Dirección de Arte en Publicidad			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	3	Mandatory	1st	1st
Teaching language	#EnglishFriendly Spanish			
Department				
Coordinator	Badenes Plá, Vicente			
Lecturers	Badenes Plá, Vicente Conde González, Jaime Antonio			
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Web	<a href="http://masterdirecciondearte.webs.uvigo.es">http://masterdirecciondearte.webs.uvigo.es</a>			
General description	Reflection on advertising management, with special emphasis on brand management and social dialogue. The process of building a brand and its new focus in today's society.			
	English Friendly program subject: International students may request from the teaching staff: a) materials and bibliographic references to follow the subject in English, b) attending tutorials in English, c) tests and evaluations in English.			

## Training and Learning Results

Code	
A1	(*)Poseer y comprender conocimientos que aporten una base u oportunidad de ser originales en el desarrollo y/o aplicación de ideas, a menudo en un contexto de investigación.
A2	(*)Que los estudiantes sepan aplicar los conocimientos adquiridos y su capacidad de resolución de problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio.
B3	
B4	
C1	Dominio de los conocimientos e instrumentos necesarios para el desempeño competente, autónomo o colaborativo, de las actividades de carácter profesional vinculadas a la creatividad publicitaria
C2	Capacidad para construir y planificar discursos propios de la comunicación publicitaria para la elaboración de campañas comunicativas, adecuando las estrategias y los mensajes a los objetivos establecidos y a los diferentes públicos.
C5	Capacidad para identificar las nuevas tendencias vinculadas a la publicidad y la comunicación mediante el empleo de herramientas y bases de datos específicas.
C6	Conocimiento de las técnicas y procesos creativos publicitarios, tanto a nivel teórico como práctico, identificando los recursos, elementos y métodos utilizados.
C9	Capacidad para crear y desarrollar ideas de proyectos en el ámbito publicitario que se adapten adecuadamente a los posibles cambios o a los nuevos entornos del mercado.
D1	(*)Capacidad para comprender el significado y aplicación de la perspectiva de género en los distintos ámbitos de conocimiento y en la práctica profesional con el objetivo de alcanzar una sociedad más justa e igualitaria.
D4	(*)Adaptarse a los cambios tecnológicos, empresariales u organigramas laborales

## Expected results from this subject

Expected results from this subject	Training and Learning Results
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Identify the necessary instruments in the advertising professional activity and more specifically in the linked to the advertising creativity.

A1  
B3  
B4  
C1  
C2  
C6  
C9  
D1

Ability to organize and schedule tasks to meet the deadlines for delivering the advertising materials according to a specific advertising strategy. As well as the ability to present and argue the results of their work, both orally and in writing, using the necessary audiovisual and computer tools at each moment.

A2  
B4  
C2  
C5  
C6  
C9  
D4

## Contents

Topic	
- Structures of the advertising system	Structures that compose the advertising system
- The agencies of advertising	Typology of advertising agencies and structure
- The direction of art in the advertising company	Management of the advertising creativity
- The advertising creative process	Advertising creative process
- The mark and the *anunciante	The importance of the mark and the function of the *anunciante in the creative management

## Planning

	Class hours	Hours outside the classroom	Total hours
Debate	10	20	30
Presentation	5	0	5
Case studies	5	25	30
Lecturing	5	5	10

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

## Methodologies

	Description
Debate	Debate on the contents of the subject taking in account a sample of pieces rewarded in different historical stages.
Presentation	Individual exhibition of the work on the studies of cases that have elaborated in this module.
Case studies	Study of practical cases by part of the student in which they apply the knowledges contributed in the sessions and of analysis in each one of them.
Lecturing	Explanation of the basic concepts of the matter with practical examples, contributing audiovisual material during the sessions.

## Personalized assistance

### Methodologies Description

Presentation	In the schedules established, personalised attention in accordance with the needs of each student
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## Assessment

Description	Qualification	Training and Learning Results			
Debate (*)Como parte da avaliación continua teráse en conta a participación e grao de preparación sobre a temática proposta durante debáteo.	20	A1	B3	C2	
Presentation(*)Exposición do traballo final de módulo	40	A2	B4	C1	D4
Lecturing (*)Avaliarase a aplicación práctica dos contidos abordados nun traballo que se presentará trala impartición do módulo.	40	A1 A2	B4	C5	D1 D4

## Other comments on the Evaluation

### Continuous evaluation system

Practices and assessment percentage:

P1. Practice 1. 40% assessment on the total grade. Information about the tasks to be performed, their format, length, assessment rubric, and submission channels will be explained in-person in the classroom and/or through the Moovi platform.

P2. Practice 2. 40% assessment on the total grade. Information about the tasks to be performed, their format, length, assessment rubric, and submission channels will be explained in-person in the classroom and/or through the Moovi platform.

A1. Attendance to classroom sessions. 20% assessment on the total grade. Attendance will be taken in all class sessions (signature sheet indicating name, ID number, and signature). This will be the evidence to demonstrate attendance and the only way to opt for the 20% assessment.

$P1(40\%) + P2(40\%) + A1(20\%) = 100\%$  of the grade.

### **Second opportunity. Brief description:**

Students who opt for continuous evaluation must pass in the second opportunity all those methodologies or tests that were not passed in the first opportunity.

In order to coordinate the second opportunity, students must contact the responsible teacher, who will establish the relevant tests either on Moovi or in-person on the date established and approved by the Faculty Board.

The second opportunity conditions described here apply for the rest of the subsequent calls.

### **Global evaluation system:**

The default evaluation system at the University of Vigo is the continuous evaluation system. Students who opt for the global evaluation system must follow the following guidelines.

Formal guidelines prior to evaluation:

Students must inform the teacher of their express waiver of the continuous evaluation system within the deadline established by the center, attaching the document enabled for this purpose and signed.

Guidelines on the day of the evaluation:

The global evaluation test will be carried out on the date and times established by the center in the official examination calendar and will systematically evaluate all the methodologies and tests established in the course guide. Students must pass each and every one of the evaluation tests, obtaining a minimum grade of 5 points in each of them.

Practices and assessment percentage:

P1. Practice 1. 40% assessment on the total grade. Information about the tasks to be performed, their format, length, assessment rubric, and submission channels will be explained in-person in the classroom and/or through the Moovi platform.

P2. Practice 2. 40% assessment on the total grade. Information about the tasks to be performed, their format, length, assessment rubric, and submission channels will be explained in-person in the classroom and/or through the Moovi platform.

P3. Practice 3. 20% assessment on the total grade. Information about the tasks to be performed, their format, length, assessment rubric, and submission channels will be explained in-person in the classroom and/or through the Moovi platform.

$P1(40\%) + P2(40\%) + P3(20\%) = 100\%$  of the grade.

Information about the evaluation tests, their format, length, assessment rubric, and submission channels will be detailed through the Moovi platform. It is the responsibility of the student to pay attention to the uploaded information and to collect the specific and complementary information that is necessary to pass the course.

Other aspects to consider:

This course is taught in-person, so it is the duty of the students to attend the teaching sessions at the scheduled time established by the center.

As already indicated when explaining the continuous evaluation system, attendance will be taken in all sessions (signature sheet indicating name, ID number, and signature).

This regulation applies to all students enrolled in this course WITHOUT EXCEPTION.

The course guide presents the general approach of the course. Due to the length and the impossibility of uploading complementary documentation on the Docnet platform, the more specific details about the global evaluation system will be managed in a timely manner through the Moovi platform.

For everything not explicitly contemplated and/or detailed in this guide, the indications of the Regulation on evaluation, grading, and the quality of teaching and the student learning process (Approved in the Faculty Assembly on April 18, 2023) will be taken as a reference. Available at: <https://secretaria.uvigo.gal/uv/web/normativa/public/show/565>

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### **Sources of information**

#### **Basic Bibliography**

#### **Complementary Bibliography**

Kotler, P., **Dirección de marketing**, 8, Prentice Hall, 1995

Solana, D., **Postpublicidad**, 1, Double You, 2010

Bassat, L., **El libro rojo de las marcas**, 1, Folio, 2000

Moliné, M., **La fuerza de la publicidad**, 1, McGraw Hill, 1999

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### **Recommendations**

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