



## 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<br>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:<br>a) materials and bibliographic references in English, b) tutoring sessions in English, c) exams and assessments in English<br>The 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                            | 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<br>The international marketing in the context of the company<br>The internationalisation of the company |
| The international advertiser           | International advertisers: current situation<br>Main world-wide advertising markets and its features<br>Agency networks         |

|                                       |  |
|---------------------------------------|--|
| International advertising constraints | Starting international and global campaigns<br>Standardisation vs. adaptation<br>international advertising constraints |
| Country branding                      | The value of country brands<br>Country brand studies<br>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:<br>process and verification of the fear<br>preparation of *indice<br>bibliographic research<br>delimitation of the sample<br>develop of analysis<br>oral presentation in class<br>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<br>C5<br>C9 |
| Objective questions exam | 20 questions, either multiple choice with one correct option or filling in gaps.                     | 20            | C1<br>C5<br>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

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

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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