



IDENTIFYING DATA

Strategic Advertising

Subject	Strategic Advertising			
Code	P04G190V01402			
Study programme	Grado en Publicidad y Relaciones Públicas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	2nd	2nd
Teaching language	#EnglishFriendly Galician			
Department				
Coordinator				
Lecturers				
E-mail				
Web				
General description	The subject Advertising Communication Strategies, seeks as an objective to know the concept of strategy, its elements and its elaboration. Know the classic models of advertising strategies, recognize them in current advertising and apply them in advertising cases.			

Training and Learning Results

Code				
A2	That the students know how to apply their knowledges to their work or vocation in a professional way and have the abilities that are usually shown through the production and defense of arguments and the resolution of problems inside their area of study.			
A3	That the students have the capacity to collect information and interpret relevant data (usually inside their area of study) to issue judgements which include a reflection on relevant subjects of social, scientific or ethical nature.			
A4	That the students can transmit information, ideas, problems and solution to an audience specialized as much as no specialized.			
B3	Interpretative competence of the environment: ability to analyze and interpret the economic, political, socio-cultural, technological and communicative environment.			
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.			
C12	Analytical-synthetic dexterity: ability and skill to establish the strategy, planification and own processes of the advertising communication and of the public relations.			
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			
Identify the advertising strategies that allow decision making in an advertising campaign.	A2	C9 C12		
Interpret the results of an advertising planning process evaluating the correspondence between the defined strategies and the results achieved.		C12		
Establish advertising planning, setting objectives, defining the target audience and exposing the strategies based on the information collected about the client (advertiser).	A3	C9 C12	D3	
Manage the information provided by the client (advertiser) through direct relationship with him.	A3 A4	B3		
Demonstrate the ability to work as a team in a coordinated manner.			D3	
Develop strategic documents necessary for the advertising process in collaboration with the members of a team.		C12	D3	
Demonstrate capacity for analysis, synthesis and critical judgment.	A3	B3		
Adapt advertising objectives to existing resources, both economic and communicative, establishing adequate budgets.		C12	D3	

Contents	
Topic	
UNIT 1: CONCEPT OF STRATEGY.	1.1 Historical background of the concept. 1.2 The strategy from the military perspective. 1.3 Evolution of the concept in the 20th century. 1.4 Definition and elements that it includes. 1.5 Strategy and tactics.
UNIT 2: STRATEGIES OF ADVERTISING COMMUNICATION (I) INTRODUCTION.	2.1 Conditioning elements of the advertising strategy. 2.2. The advertising strategy.
UNIT 3: THE PRODUCT: STRATEGIES OF ADVERTISING COMMUNICATION (II) THE APPLICATION OF MARKETING.	3.1 The concept of marketing and the basic variables of its operational functioning. 3.2 The determination of the marketing strategy. 3.3 Strategies according to product positioning. 3.4 Strategies for the product life cycle.
SUBJECT 4: THE BRAND: STRATEGIES OF THE ADVERTISING COMMUNICATION (III) THE DOCUMENTATION OF THE STRATEGY.	4.1 Definition, brief and briefing. Data that include and objectives. 4.2 Theoretical aspects about the briefings. 4.3 Structure and content of the briefing. 4.4. The role of the planner.
UNIT 5: POSITIONING: STRATEGIES OF ADVERTISING COMMUNICATION (IV) CREATION OF STRATEGIES.	5.1 Historical evolution of advertising strategies. 5.2 Key concepts: corporate, marketing and advertising strategies. 5.3 Types of advertising strategies: competitive and development. 5.4 The copy strategy: definition, bases, operation and writing. 5.5 Creative strategy. 5.6 Media strategies. Media briefing.
UNIT 6: DIGITAL STRATEGIC PLANNING.	6.1. Initial digital audit. 6.2. Diagnosis of needs. 6.3. Strategy design. 6.4. Audit and monitoring.

Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	20	30	50
Seminars	5	10	15
Mentored work	15	35	50
Objective questions exam	2	10	12
Problem and/or exercise solving	3	5	8
Project	5	10	15

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

Methodologies

	Description
Lecturing	Development of the contents of the subject.
Seminars	Activities focused on working on a specific topic, which allow deepening or complementing the contents of the subject. They can be used as a complement to the theoretical classes.
Mentored work	(*)Realizárase un seguemento do proxecto final que realiza o estudante nas sesións de prácticas da materia.

Personalized assistance

Methodologies	Description
Lecturing	
Tests	Description
Project	

Assessment

	Description	Qualification	Training and Learning Results			
Mentored work	(*)Desenvolvemento de traballos tutelados nas sesións de prácticas da materia.	40	A2 A3 A4	B3	C9 C12	D3
Objective questions exam	Test to evaluate the content developed throughout the subject	20	A3	B3	C9	
Problem and/or exercise solving	(*)Resolución de cuestionarios e exercicios na sesións de teorías na materia.	20	A4	B3	C9	

Project	(*)Presentación dun proxecto final: plan estratéxico.	20	A2 A3 A4	B3	C9 C12	D3
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Other comments on the Evaluation

REGULATION OF ASSESSMENT OF THE SUBJECT

COURSE 2022-2023

1. OF THE NATURE OF MATTER

1.1. The subject Advertising Communication Strategies is included in the study plan of the Degree in Advertising and Public Relations as a compulsory subject for all students who intend to obtain the aforementioned title.

1.2. This subject is taught in *FACE-TO-FACE mode, so it is the duty of the students to attend the practical and theoretical teaching sessions at the time established by the center.

2. OF THE EVALUATION STANDARDS OF THE SUBJECT

2.1. The subject evaluation system is carried out according to three factors:

- a) Overcome the practical part, with the completion of the scheduled activities
- b) Pass the theoretical part, by means of a written exam that will be carried out on the date indicated by the center.
- c) Student attendance and participation in theoretical and practical classes.

2.2. To pass the practical part, the programmed activities must be carried out in a timely manner and always under the supervision of the teacher. These activities must be carried out in groups and will be launched in the workshop sessions and seminars. These activities will be assessed on a maximum of 10 points and account for 60% of the evaluation of the subject.

2.3. To pass the theoretical part, the students must pass an individual written exam on the theoretical contents that are taught in the classroom and that are included in the program. The exam will be valued on a maximum of 10 points and represents 40% of the evaluation of the subject.

2.4. Class attendance is a mandatory condition to be evaluated. Those students who do not attend the practical and seminar classes will be recorded as FAIL in the practical part.

2.5. The final evaluation of the subject will be carried out applying the following distribution:

- a) Theory. Punctuation. Maximum 10 points/ Percentage of the note 70%
- b) Practice. Maximum Score 10 points / Percentage of the note 30%
- c) Assistance. It doesn't score *specifically. Those students who do not comply with it will not be averaged. It is an essential requirement to obtain a minimum of half the points in each of the parts.

3. OF THE PRACTICAL PART

3.1. Each of the activities gives a practical part will be valued with a maximum score that will be communicated to the students before doing it.

3.2. All the practical activities will be carried out in the practical sessions that are programmed in the teaching hours of the subject. This will not prevent that, in some cases, students have to complete their work outside the classroom. In any case, it will be the teacher's job to try to get the students to get the most out of these sessions.

Each one of the activities of the practical part will have an assignment that will be communicated to the students before doing it. All members of the practice group will receive the same grade except in those cases in which a member of the team is absent from a practice session without just cause.

4. ATTENDANCE CONTROL

4.1. In all the practical and seminar sessions, notes will be taken of the members

4.2. Throughout the semester, it will not be possible to make TWO Justifications for absences, which must be done by presenting the corresponding medical or work certificate. The admission decision will even depend on the teacher and can never be made beyond a week after the absence.

5. JULY / EXTRAORDINARY CALL

5.1. The evaluation system for the July and extraordinary calls is exactly the same as for February/June, that is, the scales listed in the section are applied.

5.2. The following peculiarities are observed.

a) The students who pass the practical part in the June/February call and have full attendance but fail the theoretical exam and as a result, fail the subject, will only have to pass the theoretical exam in the June call. of that even academic year and submit, within the established period, a special attendance compensation work. If they do not pass the subject in July, in the following academic year they will have to complete all the steps in section 2 again.

b) The students who pass the practical part in the June/February call and have incomplete attendance and fail the theoretical exam and as a result, fail the subject, *will have to pass the theoretical exam in the June call of that including academic year. If in July they do not pass the subject, in the following academic year * they will have to complete all the steps of section 2 again.

c) The students who fail the practical part in the June/February call and have full attendance and fail the theoretical exam and as a result, fail the subject, they will have to pass the theoretical exam in the June call of that academic year and present, within the established term, the corresponding works of the practical part of the subject. If in July they do not pass the subject, in the following academic year * they will have to complete all the steps of section 2 again.

d) The students who fail the practical part in the June/February call and have incomplete attendance and fail the theoretical exam and as a result, fail the subject, will have to pass the theoretical exam in the June call of that including academic year and present, within the established period, the corresponding works of the practical part of the subject in addition to the special work of compensation of attendance. If in July they do not pass the subject, in the following academic year * they will have to complete all the steps of section 2 again.

5.3. The particularities collected in the previous section cannot be modified UNDER ANY CIRCUMSTANCES and are based on the following basic criteria: The grades of the theoretical exams are only valid for the call in which they are made (February/June or July). The practical works, due to their nature of daily work, are valid for the two possible calls of the academic year (February/June, July). The group practical workload included in the program will be assumed individually in the case of the July call.

6. TEACHER/STUDENT COLLABORATION

In all cases, it is necessary for the teacher to be informing about the activities that the student is carrying out with respect to this subject, especially in the case of those students who intend to present themselves in the July exam.

6.2. In the case of the works of the theoretical part of the subject, the theme of the same must be previously agreed with the teacher. In NO CASE will work done without prior approval or approval of the teaching staff be accepted. The same circumstance applies to assistance compensation jobs.

6.3. There is a teacher tutorial schedule that students will be informed of at the beginning of the course. In the tutorials, doubts about theoretical and practical aspects of the subject will be resolved, but notes or complete theoretical classes cannot be provided.

This regulation is applicable to all students enrolled in this subject WITHOUT EXCEPTION

Emma Torres-Romay

Sources of information

Basic Bibliography

SUN TZU., **El arte de la guerra**, EDAF, 2001

PEREZ GONZALEZ, R.A, **Estrategias de comunicación.**, Ariel, 2008

PEREZ GONZÁLEZ, R.A, MASSONI, S, **Hacia una teoría general de la estrategia.**, Ariel, 2009

Hopkins, Claude C., **Mi vida en la publicidad y publicidad científica**, 1992

García Uceda, M., **Las claves de la Publicidad**, ESIC, 2011

Complementary Bibliography

Torres-Romay, Emma, **Estrategias comunicativas de los anunciantes españoles frente a la covid-19**, 2022

Torres-Romay, Emma, **Los retos de la Nueva Teoría Estratégica frente a los Objetivos de Desarrollo Sostenible de la Agenda 2030**, 2021

Torres-Romay, E. & García Mirón, S., **El papel del Big Data en la estrategia comunicativa de las marcas. Valoración y casos de éxito**, Prisma, 2020

Torres-Romay, Emma, **Estrategias publicitarias eficaces y medios digitales. Situación actual y tendencias de futuro**, Universidad de Zaragoza, 2015

Torres-Romay, Emma, **Estrategias publicitarias eficaces ante el nuevo consumidor. Los cambios en la planificación estratégica como consecuencia de la crisis en España**, Universidad Complutense de Madrid, 2015

Torres-Romay, E. & García Mirón, S., **Estrategias comunicativas comerciales de los principales influencers en España en redes sociales**, EDILOJA, 2020

Torres-Romay, Emma, **Tendencias actuales en la producción publicitaria. La evolución de las estrategias publicitarias y su reflejo en los procesos de producción**, ESIC, 2021

Torres-Romay, E. & García Mirón, S., **La evolución de la estrategia publicitaria: Del brand management a la marca adaptada y el nuevo papel del consumidor**, 2014

Ayestarán, R.; Rangel, C. & Sebastián, A., **Planificación estratégica y gestión de la publicidad**, ESIC, 2012

Recommendations

Subjects that continue the syllabus

Evaluation of advertising effectiveness/P04G190V01601

Advertising production in audiovisual media/P04G190V01504

Print advertising production/P04G190V01505

Multimedia and web advertising production/P04G190V01801

Subjects that are recommended to be taken simultaneously

Preparation of advertising message/P04G190V01401

Structures and activity of the advertising agency/P04G190V01403

Subjects that it is recommended to have taken before

Communication: Image theory and technique/P04G190V01106

Advertising theory and practice/P04G190V01105

Advertising Creativity/P04G190V01304
