

## DEGREE: **DEGREE IN ADVERTISING AND PUBLIC RELATIONS**

### 1. GENERAL DETAILS OF THE SUBJECT

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Name: **ADVERTISING STRATEGY**  
Level: Second Term: 1<sup>st</sup> Semester

Type:  Basic  
Credits (LRU / ECTS): 6  
Year: 2010

Compulsory  
Theoretical credits: 3

Elective subject  
Practical credits: 3

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### 2. DESCRIPTION

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Effective communication is only possible by considering different advertising strategies which are subordinated to marketing strategies. In this course, advertising strategies are broadened in order to provide the student with the correct tools to create a strong and enduring brand by means of a precise methodology in designing campaigns and communication actions. "Advertising Strategy" aims to provide students with a strategic and global vision applied to communication. Basic terms, concepts, methods and techniques are to be broadened in order to create, develop and analyse communication messages, publics, media and products.

The contents of the subject are directed to its application mainly in business communication and institutional communication. This subject is directly linked to other subjects of the Degree as "Marketing", "Advertising Research" or "Creativity" which introduce students to the activity of communication and aim to provide a solid background on the different strategies, techniques and tools of advertising communication, as exercised in the professional world.

### 3. SITUATION

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#### PREVIOUS KNOWLEDGE AND SKILLS:

Basic knowledge on advertising and marketing is considered useful for the student.

#### RECOMMENDATIONS:

None.

#### ADAPTATION FOR STUDENTS WITH SPECIAL NEEDS (FOREIGN STUDENTS, STUDENTS WITH SOME KIND OF DISABILITY)

None.

### 4. SKILLS

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1. Knowledge and understanding of the strategies, elements, forms, tactics, processes and structure of advertising to the achievement of communication plans, campaigns and other market areas actions.

2. Analysis of advertising messages and communication strategies from various perspectives and methods for the correct understanding and interpretation of such messages.

3. Study of the elements of the formal structure of a communication plan from a strategic point of view.

4. Ability to analyze, evaluate and assess strategies, messages, structures, campaigns, theories, paradigms.
5. Ability to plan communication strategies based on real assumptions.

## 5. OBJECTIVES

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1. To get knowledge about the strategies, elements, forms, tactics, processes and structure of advertising, with the aim to develop communication plans, campaigns and other communication actions.
2. To study the elements of the formal structure of the communication plan from a strategic point of view.
3. To provide students with the tools for analyzing advertising messages and communication strategies from various perspectives and methods for the correct understanding and interpretation of such messages.
4. To support the student to analyze, evaluate and assess strategies, messages, structures, campaigns, theories and paradigms, from a critical perspective.
5. To provide the student with theoretical and practical tools for brand management, positioning, identity, image and values, and practical development of the defined strategies.
6. Theoretical and practical training on the formal structure of advertising messages from a strategic and creative point of view.
7. To provide the student with basic strategic concepts in order to plan communication strategies based on assumptions.
8. To provide students with the critical ability to design new models of strategic advertising and public relations as well as its implementation in campaigns and actions in its various phases.

## 6. METHODOLOGY AND TEACHING TECHNIQUES

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### METHODOLOGY

The contents of this area are essentially theoretical and practical, and are closely linked with other disciplines such as marketing, researching and creativity. The proposed activities consist of:

- Attendance sessions: as a theoretical framework, the teacher aims to introduce the concepts and basic ideas needed for an optimal comprehension of the contents. The methodological approach in this case is based on the lecture by the teacher (with the use of audiovisual media as supporting). Practical exercises of different nature are to be proposed; study of practical cases, analysis of press or strategic proposals to proposed problems; depending on the topic.
- Attendance sessions directed and supervised by the teacher in order to encourage proactivity, reflection and analysis by students.
- Group work directed and supervised by the teacher that aims to encourage teamwork, interaction between students and, as a second objective, aims to bring students to professional practice.

### TEACHING TECHNIQUES

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|---|---|---|
| <input checked="" type="checkbox"/> Master class and discussion | <input type="checkbox"/> Tutorial session | <input checked="" type="checkbox"/> Practical lessons |
| <input type="checkbox"/> Visits and trips                       | <input type="checkbox"/> Reading test     | <input type="checkbox"/> Others: _____                |

## 7. LIST OF TOPICS

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UNIT 1. The concept of strategy concept in the advertising activity. From the accounting department to the planner.

UNIT 2. The communication strategy in the marketing plan

UNIT 3. Basic strategic concepts: objectives and target segmentation

UNIT 4. Strategic mechanisms based on behaviorism: Copy Strategy, USP

UNIT 5. Strategic mechanisms based on motivational psychology: Brand Image, Psychological Axis, Star Strategy, Lovemarks, Positioning.

UNIT 6. Strategic mechanisms based on cognitive psychology: Positioning.

UNIT 7. From strategy to tactics. The new strategic plan.

## 8. REFERENCES

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De Chernatony, Leslie; McDonald, Malcolm; y Wallace, Elaine (2011): Creating Powerful Brands. Oxford, Burlington, Butterworth-Heinemann.

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Fernández, Jorge D. (Coord). (2014): Mecanismos Estratégicos en Publicidad. De la USP a las Lovemarks. Advook, Sevilla.

Fernández, Jorge D. (Coord). (2013): Principios de Estrategia publicitaria y Gestión de Marca. Nuevas tendencias de Brand management. McGraw-Hill, Madrid.

Franzen, Giep and Moriarty, Sandra (2009): The Science and Art of Branding. M. E. Sharpe, Armonk, NY.

Hooley, J; Saunders, J and Piercy, N (1998): Marketing Strategy & Competitive positioning. Prentice Hall.

Kapferer, Jean-Nöel (2012): The new strategic brand management: advanced insights and strategic thinking. London ; Philadelphia : Kogan Page.

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Ollé, Ramón (2005): El *planner*: La voz del consumidor en la agencia en Fernández, Jorge coord. Aproximación a la estructura de la publicidad. Desarrollo y funciones de la actividad publicitaria. Sevilla, Comunicación Social.

Ortega, Enrique (2004): La comunicación publicitaria. Madrid, Pirámide.

Peters, T (2002): El meollo del branding! La clave del marketing mix. Madrid, Nowtilus.

Trout, Jack and Ries, Al (1981): Positioning: The battle for your mind. New York. McGraw-Hill.

Roberts, Kevin (2005): Lovemarks: The Future Beyond Brands. NY: powerHouse Books.

Rosenbaum-Elliott, Richard; Percy, Larry; Pervan, Simon and Elliott, Richard H. (2015): Strategic brand management. Oxford University Press. 3th Edition.

Semprini, Andrea (1995): El marketing de la marca. Una aproximación semiótica. Barcelona, Paidós.

Solanas, Isabel and Sabaté, Joan (2008): Gestión y planificación de cuentas en publicidad. Barcelona, UOC

## 9. ASSESSMENT CRITERIA

### OPTION A

Practical exercises in class	20%
Final practice (in groups)	40%
Final exam	40%

### OPTION B: Class attendance <75%

Final exam + practice	100%
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## 10. TEACHING ACTIVITIES

ECTS	
Lessons (6 * 10)	60
Students' work (6 * 15)	90
TOTAL (6 * 25)	150

	Theoretical sessions		Practical sessions		Activity			Exams		Units
	Lessons	Students' work	Lessons	Students' work	Nº	Length	Students' work	Exams	Students' work	
Week 1 <sup>a</sup>	3	3	1	1						1
Week 2 <sup>a</sup>	3	3	1	1	1					2
Week 3 <sup>a</sup>	3	3	1	1						3
Week 4 <sup>a</sup>	3	3	1	1						3
Week 5 <sup>a</sup>	3	3	0	1	2	1	1			3
Week 6 <sup>a</sup>	2	2	0	2	3	1	1			4
Week 7 <sup>a</sup>	2	2	0	2	3	1	1			4
Week 8 <sup>a</sup>	2	2	0	2	3	1	1			4
Week 9 <sup>a</sup>	2	2	0	2	3	1	1			4
Week 10 <sup>a</sup>	2	2	0	2	3	1	1			4
Week 11 <sup>a</sup>	2	2	0	2	3	1	1			4
Week 12 <sup>a</sup>	2	2	0	2	3	1	1			4
Week 13 <sup>a</sup>	2	2	2	2						5
Week 14 <sup>a</sup>	2	2	2	2						5
Week 15 <sup>a</sup>	2	2	0	2	4	7	12			5
Week 16 <sup>a</sup>										
Week 17 <sup>a</sup>										
Week 18 <sup>a</sup>										
Week 19 <sup>a</sup>										
Week 20 <sup>a</sup>										
	(A)	(B)	(C)	(D)		(E)	(F)	(G)	(H)	TOTAL

<b>Total</b>	<b>35</b>	<b>35</b>	<b>8</b>	<b>25</b>		<b>15</b>	<b>20</b>	<b>2</b>	<b>10</b>	<b>150</b>
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<b>Activities</b>	
<b>Nº</b>	<b>Description</b>
1	Strategy approach practice
2	Branding paradigms practice
3	Strategic mechanisms practices
4	Final Practice

<b>Organization</b>	
43	Theoretical and practical lessons (A)+(C)
15	Activities developed in class (E)
2	Exams and tests (G)
<b>60</b>	<b>Attendance</b>
60	Study (theory and practice) (B)+(D)
20	Preparation of the activities (F)
10	Study for exams (H)
<b>90</b>	<b>Students' work</b>
<b>150</b>	<b>TOTAL (STUDENTS' WORK)</b>

