

## **Advertising Research Techniques**

**UFV CODE:** 1332 **ECTS:** 4.5

**TYPE OF COURSE:** O, 2C **HOURS:** 45

**INTERNATIONAL CODE:** ADP1332 **YEAR:** 3

**REQUIREMENTS:** ADP1329

**OBJECTIVES:** To familiarize students with theory and practice of research techniques

currently used by professionals in advertising agencies. The principal goal in teaching

these techniques is for students learn to extract from their research relevant conclusions

and clear knowledge to guide their work as advertisers

**COURSE DESCRIPTION:** The course is entirely dedicated to a group assignment, involving

a new product: students will the product, meet in focus group, test names and logos, packaging and creative concepts

**METHODOLOGY:** The group is divided into teams, which take charge of different tasks

within the project, assuming the functions that really exist in the professional environment:

accounts manager, accounts executives, copywriters, commerce, producers and strategic planner. The results of the work go into a report (written document + video),

which constitutes the students' study material for the final exam

**EVALUATION:** 40% student's attitude and contribution in the assignments + 60% exam,

based on the project submitted by the group

**PROFESSOR:** Ricardo Hernández Ontalba **LANGUAGE:** Spanish