

Advertising and Public Relations Strategies

UFV CODE: 1336 **ECTS:** 6.0

TYPE OF COURSE: T, 2C **HOURS:** 60

INTERNATIONAL CODE: MKT1336 **YEAR:** 4

REQUIREMENTS: ADP1331

OBJECTIVES: To know the basic concepts involved in advertising and public relations

strategies. To identify phases and processes of planning. To identify the available

resources in managing advertising and PR. To develop the ability to choose the optimum

solution when facing practical problems. To apply theoretical knowledge to practical

situations

COURSE DESCRIPTION: Basic concepts of strategy and planning. Applying concepts

to advertising and PR strategies. Areas in which to strategies apply. Strategic tools and

new technologies applicable to advertising and PR

METHODOLOGY: Theory and practice are combined; theory is covered in lectures,

teaching students the concepts, processes, theories and methods: these will be followed

by practical sessions in which theory is used to solve problems, using case studies

and working on projects

EVALUATION: Mandatory written exam; individual or group assignment in which theory

will be applied to practical cases, real or hypothetical; class exercises

PROFESSOR: Paloma Fernández Fernández **LANGUAGE:** Spanish