

COURSE NAME: ADVERTISING: CONCEPT AND DESIGN

UFV CODE: 12136 **ECTS:** 1.5

TYPE OF COURSE: M, 2C

INTERNATIONAL CODE: ADP12136 **YEAR:** 5

REQUIREMENTS: ADP12129

OBJECTIVES: To review and practice the advertising creation process in a way that the

students may familiarize with the terminology in English language. The students will

experience such a process from both sides, the client and the agency. The students will

work on a “full service” approach. The students will find out opportunities to practice

the techniques for their own personal application

COURSE DESCRIPTION: The subject focuses on the advertising creation process.

First, Advertising is placed within the Promotional Marketing frame, then related to the

selling process and to the other marketing activities (“below-the-line”): Direct Marketing, Sponsorship, etc. Special stress is laid on the “innovation” concept as

applied to any activity. Creativity strategies are reviewed and the creation process is

described in detail. Layout Design, Copy Design and Color Design are reviewed and

some sessions are dedicated to follow-up the projects of every student team.

Final sessions

are devoted to examine the latest trends in the advertising and marketing fields, with special stress on the Internet and new technologies

BIBLIOGRAPHY: JEWLER, A.J. & DREWNIANY, B.L.: Creative Strategy in Advertising.

Wadsworth Publishing Company (other sources as required). Transparencies shown in

class. WebSites as indicated in class

METHODOLOGY: Classes will be participative by the use of audiovisual material and

case studies. Students will make teamwork presentations simulating the actual performing

of an agency. Class attendance is mandatory. Missing FOUR sessions (20% approx.)

may imply that the teamwork mark for the specific student is not counted into the final

mark. In any case, the lack of attendance will have a negative impact on the point assigned to attitude

EVALUATION: Student mark is composed of three elements: student attitude and participation

will be rated up to 1 point out of ten. Teamwork will account for 3 points out of the final ten-point top score. Final exam will account then for the remaining 6 points.

A minimum mark of 2 points in the final exam is required to pass

PROFESSOR: Fernando Canal Cano **LANGUAGE:** English