

COURSE NAME: ADVERTISING STATISTICS

UFV CODE: 1329 **ECTS:** 4.5

TYPE OF COURSE: O, 1C

INTERNATIONAL CODE: ADP1329 **YEAR:** 3

REQUIREMENTS: ADP1314

OBJECTIVES: To train students to handle and interpret the sources of statistical information

to the extent necessary for their work in advertising. Includes how to search for sources, direct and inverse interpretation of tables and graphs and, fundamentally,

extracting relevant knowledge from available information

COURSE DESCRIPTION: The course begins with three sessions in the library and computer

room, in which a document specialist informs students on how to locate sources. The rest of the sessions are of a practical nature, in which the students are given nine

sets of numeric tables used in the professional environment, which cover four areas of

information: society and demographics, market sectors, products and brands, communications

media and advertising investment

BIBLIOGRAPHY: Sources of statistical information: INE (Spanish National Statistics

Institute), La Caixa Yearbook, Statistical Yearbook of the CAM (Autonomous Community

of Madrid), ACNielsen, Infoadex and sources for individual sectors

METHODOLOGY: The methodology is the same for each of the nine sets provided:

explanation by the teacher of the structure of the tables and graphs and the parameters

used; practical interpretation work in the classroom; personal exercises to be presented

in writing. At the end of these nine sets, a hypothetical case will be proposed; students will gather information for a project that a company has requested of their

advertising agency

EVALUATION: 40% practical work, 60% final exam (exam uses the same statistical

material as the course exercises)

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