

COURSE NAME: GENERAL ADVERTISING THEORY

UFV CODE: 1314 **ECTS:** 6.0

TYPE OF COURSE: T, 1C

INTERNATIONAL CODE: ADP1314 **YEAR:** 1

REQUIREMENTS: None

OBJECTIVES: To understand the essence of advertising and the importance of «marriage

» between advertising and media: the search for new, better or more stable as well

as responsible relationships

COURSE DESCRIPTION: Concept of advertising. Advertisers. Agencies. The media.

The target public. The producer component. Research services. Creativity and advertising.

The economic dimension of advertising. Advertising as communication; advertising

as a linguistic-semiotic phenomenon. Advertising as a social phenomenon and in cultural environments

BIBLIOGRAPHY: BAÑOS GONZÁLEZ, M.: Creatividad y Publicidad. Laberinto, Madrid

2001. GONZÁLEZ MARTÍN, J.A.: Teoría General de la Publicidad. Fondo de Cultura

Económica, Madrid 1996. MORENO, I.: Narrativa Audiovisual Publicitaria.

Paidós,

Madrid 2003. (Próxima publicación)

METHODOLOGY: Classes will combine theory and practice, and it will be the student's

obligation to supplement, with the suggested bibliography, the subject matter presented

in class and the subject matter that must be studied independently. The practice will

be had after theory explanations by the professor

EVALUATION: Class attendance, exam and assignment(s)

PROFESSOR: Javier Ramírez Perdiguero **LANGUAGE:** Spanish