

Course: Advertising: Concept and Design

UFV CODE: 11137

INTERNATIONAL CODE: ADP11137

HOURS: 15

CREDITS: 1

REQUIREMENTS: ADP11130

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. & DREWNIAN, 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.