

**Course: General Advertising Theory**

**CREDITS:** 4

**UFV CODE:** 1114

**INTERNATIONAL CODE:** ADP1114

**HOURS:** 60

**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.