*Subject* *Study guide “Advertising and Public Relations”*

1. IDENTIFICATION

* **Subject name: Advertising and Public Relations**
* **Code:** 101227
* **Degree:** Bachelor’s Degree in Tourism
* **Academic course:** 2018-2019
* **Subject type:** Optional
* **ECTS Credits (hours):** 6 (150)
* **Teaching period:** 4th year, 2nd semester
* **Teaching language:** English
* **Teachers:** Raquel Herrera
* **Email:** Raquel.Herrera@uab.cat

2. PRESENTATION

The main objective of the elective course "Advertising and Public Relations" is to introduce students to the general theory of advertising and public relations, the fundamental concepts of the two disciplines, their professional practices, and their specific application to the tourism sector.

3. EDUCATIONAL GOALS

At the end of the course the student should be able to:

1. Know the basics of advertising and public relations.
2. Understand advertising and public relations as communication processes in the economic and social contexts.
3. Analyze the concepts of consumer, target public and the main characteristics, types and targeting criteria and studies.
4. Know, understand and appreciate the various stages of planning and development of an advertising campaign and a public relations program.
5. Get acquainted with the basic concepts related to creativity processes.
6. Use the main techniques for generating ideas.
7. Apply creativity and ideation techniques to advertising campaigns or public relations programs.
8. Understand the specific needs of various media as media advertising communication features.
9. Identify and use the basic techniques of public relations.
10. Identify the main actors, their roles and characteristics, in the structure of advertising: advertising agency, media agency, advertising, media, administration, self-regulatory institutions, professional associations.
11. Identify the main actors, their roles and characteristics, in the structure of public relations activity: organization, company or department communications or public relations, media, administration, public.
12. Familiarize him or herself with the basic professional profiles of advertising and public relations: editor, art director, creative director, planner, account manager, media planner, technician public relations, communications director, strategic consultant.
13. Get acquainted with the basic regulations affecting the activities of advertising and public relations as well as the main self-regulatory mechanisms and codes of conduct.
14. Implement the strategies and techniques of advertising and public relations in promoting communication destinations and tourism products and services.
15. Get acquainted with the latest trends using the Web as a channel to promote tourism brands.

4. SKILLS AND LEARNING OUTCOMES

SPECIFIC COMPETENCES

CE3. Managing concepts related to planning and destination marketing, resources and tourist areas, as well as its instruments and operation.

CE3.4. Identifying instruments related to marketing and promoting products, businesses and territories.

CEC8. Using communication techniques companies of tourism organizations: internal, external and corporate.

CE8.6. Using techniques of business communication in the tourism sector in the English language.

CE14. Innovating both planning and tourism marketing and management of tourism organizations.

CE14.2 Innovating the marketing and promotion of tourism organizations and its various subsectors.

TRANSVERSAL COMPETENCES

CT1. Developing the ability to learn autonomously.

CT4. Handling communication skills at all levels.

CT5. Making decisions under uncertainty and be able to assess and foresee the consequences of these decisions in the short, medium and long term.

CT12. Developing a customer service orientation.

CT13. Acquiring a business vision, capture customer needs and anticipate possible changes in the environment.

5. TOPIC AND CONTENT

After the general introduction, the following contents will be presented and discussed:

Key concepts of Advertising and Public Relations (3h.).

The advertising campaign (3h.).

The public relations campaign (3h.).

Overview: creativity in advertising and publica relations (6h.).

Advertising, mas and digital media (3h.).

Traditional public relations techniques and the PESO model (3h.).

Business structures for advertising and public relations (3h.).

Legislation on advertising and public relations (3 h.).

6. RECOMMENDED BIBLIOGRAPHY

This is an overview of some of the reading and viewing expected for this subject. (The following

publications are available either through UAB, CBUC, or freely online):

In English:

Moilanen, Teemu and Rainisto, Seppo (2009): *How to build brand nations, cities and destinations. A planning book for place branding.* London: Palgrave Macmillan.

Morgan, Nigel, Pritchard, Annette y Pride, Roger (2005): *Destination Branding: Creating the Unique Destination Proposition*. Oxford: Elsevier.

Govers, Robert y Go, Frank (2009): *Place Branding. Glocal, Virtual and Physical Identities, Constructed, Imagined and Experienced*. London: Palgrave Macmillan.

<https://www.aaaa.org/>

<http://adage.com/>

<https://www.adsoftheworld.com/awards>

<https://www.ama.org/resources/Pages/Dictionary.aspx>

<https://www.facebook.com/audiencenetwork/products/overview?utm_source=1H2018_AudienceNetworkSMB_Search&utm_medium=Search&utm_campaign=20180501_EMEA_ENG_Spain_Brand_Beta_2018&utm_content=audience_network&gclid=CjwKCAjwma3ZBRBwEiwA-CsblEx8Ldouvcgd0MIWAOJKXK3wNzl4XL70_U8cOWM2WRckPcbnRekQLRoCfAQQAvD_BwE&gclsrc=aw.ds>

<https://www.iab.com/>

<https://www.ipra.org/>

<https://placebrandobserver.com/>

<https://ads.twitter.com/onboarding/18ce53wxej9/welcome>

<https://www.youtube.com/yt/advertise/>

In Spanish and Catalan:

ADECEC (Asociación de Empresas Consultoras en Relaciones Públicas y Comunicación) (2003): *40 éxitos en comunicación*. Madrid: Pearson Prentice Hall.

Castellblanque, Mariano R. (2006): *Perfiles profesionales de publicidad y ámbitos afines*. Barcelona: Editorial UOC.

Fernández Cavia, José and Huertas, Asunción (2009): *Redacción en relaciones públicas.* Madrid: Pearson Prentice Hall.

Herreros, Mario (2000): *La Publicitat: fonaments de la comunicació publicitàri*a. Barcelona: Pòrtic.

Jiménez, Mònika (2007): *Manual de gestió d'esdeveniments : la construcció de la imatge de marca*. Vic: Eumo.

Romero, Mª Victoria (coord.) (2005): *Lenguaje publicitario*. Madrid: Ariel.

Romo, Manuela (1997): *Psicología de la creatividad*. Barcelona: Paidós.

San Eugenio, Jordi de (ed.) (2011): *Manual de comunicación turística*. Barcelona: Documenta Universitaria.

Tellis, Gerard J. y Redondo, Ignacio (2002): *Estrategias de publicidad y promoción*. Madrid: Addison Wesley.

Victoria, Juan Salvador (coord.) (2005): *Reestructuras del sistema publicitario*. Barcelona: Ariel.

Wilcox, Dennis L., Cameron, Glen T. y Xifra, Jordi (2006): *Relaciones Públicas. Estrategias y tácticas.* Madrid:Pearson Addison Wesley.

[www.aeap.org](http://www.aeap.org/)

[www.agenciasdemedios.com](http://www.agenciasdemedios.com/)

[www.anunciantes.com](http://www.anunciantes.com/)

[www.associaciopublicitat.com](http://www.associaciopublicitat.com/)

[www.colpublirp.com](http://www.colpublirp.com/)

<https://iabspain.es/>

[www.marcasturisticas.org](http://www.marcasturisticas.org)

[www.marketingdirecto.com](http://www.marketingdirecto.com)

[www.euprera.org](http://www.euprera.org/)

[www.adecec.com](http://www.adecec.com/)

[www.prweek.com](http://www.prweek.com/)

<https://www.smarttravel.news/>

**7. TEACHING METHODOLOGY**

The course is based on three complementary methodologies:

a) master classes introducing theoretical issues

b) review and analysis of case studies in class

c) individual and group assignments

The main topics of the course will be explained in the classes, where various examples and case studies will also be analyzed.

Individual and group assignments will be directed and tutored by the professor. Students will also be asked to look for extra information which will be discussed and presented individually or in groups through the class activities.

**TRAINING ACTIVITIES**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Activity**  |  | **Hours** | **ECTS** | **Learning outcomes** |
| **Type: Directed** |  |   |   |  |
|  |  |  |  |  |
| Lectures (master class) with examples and case studies |  | 21 | 0.84 | CE3.4. CE8.6. CE14.2 CT5. CT12. CT13. |
|  |  |  |  |  |
|  |  |  |  |  |
| **Type: Supervised** |  |  |   | . |
|  |  |  |  |  |
| Debates and discussions, short problem-based activities, project-based compulsory activities (presentations), final test, re-evaluation |  | 19 | 0.76 | CE3.4. CE8.6. CE14.2 CT1. CT4. CT12. |
|  |  |  |  |  |
| Tutoring |  | 6 | 0.24 | CT1. CT4 |
|  |  |  |  |  |
| **Type: Autonomous** |  |  |  |  |
|  |  |  |  |  |
| Preparation of activities, readings and views, study for the final test |  | 104 | 4.16 | CE3.4. CE8.6. CE14.2 CT1. CT4.  |
|  |  |  |  |  |
|  |  |  |  |  |

8. ASSESSMENT SYSTEMS

The evaluation of Advertising and Public Relations is based on the following system:

1. Three compulsory activities corresponding to the topics of advertising and public relations regarding pre-existing and newly created campaigns. Altogether, these activities will amount to 60% of the final grade of the subject, but none of them is to individually amount to more than 40 % per cent of the final grade.
2. A continuous evaluation exam combining multiple-choice and theoretical questions, where the most important topics developed through the subject, both theoretical and practical, will be revised. This test amounts to 40% of the final grade of the subject: to pass, students must achieve 5 out of 10 points, and answer at least half of the questions correctly in each section of the final test; otherwise, they must take the exam again

**ASSESSMENT ACTIVITIES**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Activity** | **Weight** | **Hours** | **ECTS** | **Learning Outcomes** |
| First presentations on advertising and PR for tourism and hospitality | 15 % | 3 | 0.9 | CE3.4. CT1. CT4.  |
|  |  |  |  |  |
| Presentations on improving advertising and PR campaigns through creativity | 15% | 3 | 0.9 | CE3.4. CE8.6. CE14.2 CT1. CT4.  |
|  |  |  |  |  |
| Final activity on advertising and PR for tourism and hospitality | 30% | 3 | 1.8 | CE3.4. CE8.6. CE14.2 CT1. CT4. CT12. |
|  |  |  |  |  |
| Final test | 40 % | 2 | 2.4 | CE3.4. CE8.6. CE14.2 CT1. CT4. CT12. |
|  |  |  |  |  |
|  |  |  |  |  |

9. PLANNING

|  |  |  |  |
| --- | --- | --- | --- |
| **WEEK** | **TOPIC** | **METHOD** | **HOURS** |
| 1 | Presentation of the subject and explanations on individual and group assignments | Teacher presentation, organization of groups by students themselves | 3 |
| 2 | Introduction to key concepts of advertising and public relations | Master class | 3 |
| 3 | From marketing to communication objectives: what is an advertising campaign? | Master classTutoring the first activity: picking the details | 3 |
| 4 | From marketing to communication goals: what is a public relations campaign? | Master classTutoring the first activity: follow-up | 3 |
| 5 | Presentations on key examples of advertising and public relations applied to tourism and hospitality? | Group presentations to be evaluated by the professor | 3 |
| 6 | Overview: creativity applied to advertising  | Master class and individual and group activities | 3 |
| 7 | Overview: creativity applied to public relations | Master class and individual and group activities | 3 |
| 8 | Group presentations: applying creativity to a pre-existing tourism or hospitality campaign | Group presentations to be evaluated by the professor | 3 |
| 9 | Advertising, mass and digital media | Master classTutoring the final projects: picking the details | 3 |
| 10 | Public relation techniques and the PESO model | Master class | 3 |
| 11 | Business structures in advertising and public relations | Master class | 3 |
| 12 | Legislation on advertising and public relations | Master classTutoring the final projects: showing progress | 3 |
| 13 | Final group presentations: creating advertising and PR campaigns | Group presentations to be evaluated by the professor | 3 |
| 14 | Final evaluation activity | Individual exam | 3 (2) |

10. ENTREPRENEURSHIP AND INNOVATION

Innovation must be present when creating new advertising and public relations campaigns through be traditional and new media channels. Besides, creativity as at the core of advertising and public relations campaign, especially when run by independent and entrepreneur-type advertising agencies. Students will have the opportunity to analyze pre-existing case studies in advertising and public relations, as well as to create their own.