

## *Teaching guide for the course "Advertising and Public Relations"*

### I. IDENTIFICATION

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- ✓ **Name of the subject:** Advertising and public relations
- ✓ **Code:** 101227
- ✓ **qualification:** Degree in Tourism
- ✓ **Academic course:** 2017-2018
- ✓ **Course type:** Optional
- ✓ **ECTS credits (hours):** 6 (150)
- ✓ **Impartation period:** 4th year - 2nd half
- ✓ **Language imparted:** English
- ✓ **Faculty:** Xavier Carmaniu Mainade

### II. PRESENTATION

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

### III. EDUCATIONAL OBJECTIVES, SPECIFIC SKILLS AND LEARNING OUTCOMES

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

1. Knowing 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 study.

4. Know, understand and appreciate the various stages of planning and development of an advertising campaign and a public relations program.
5. Knowing the basic concepts related to creativity.
6. Use the main techniques for generating ideas.
7. Apply creativity and ideation techniques to processes of an advertising campaign or a public relations program.
8. Understand the specific needs of various media such as media advertising communication features.
9. Identify and use the basic techniques of public relations.
10. Identify the main actors, their roles and characteristics, 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, the structure of public relations activity: organization, company or department communications or public relations, media, administration, public.
12. Know 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. Know 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. The latest trends using the Web as a channel to promote tourism brands.

#### POWERS AND LEARNING OUTCOMES

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

#### LEARNING OUTCOMES:

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

EC8. Using communication techniques companies of tourism organizations: internal, external and corporate.

#### LEARNING OUTCOMES:

CE8.6. Using the techniques of business communication in the tourism sector in the country's own languages.

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

#### LEARNING OUTCOMES:

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

#### IV. GENERIC COMPETENCES

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CT1. Develop a capacity to learn autonomously.

CT4. Handle communication skills at all levels.

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

CT12. Having customer service orientation.

CT13. Business vision, capture customer needs and anticipate possible changes in the environment.

## V. AGENDA AND CONTENT

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1. Consumption, new consumers and new communication (3h.).
2. conceptual aspects of Advertising and Public Relations (3h.).
3. Consumers and public (3h.).
4. The objectives of marketing communication objectives: the advertising campaign (3h.).
5. The objectives of marketing communication objectives: public relations campaign (3h.).
6. The creativity. Theoretical aspects (3h.).
7. The creativity. Envisioning techniques (3h.).
8. The creativity. Application to advertising and public relations (3h.).
9. Advertising and media (3h.).
10. Public relations techniques (3h.).
11. Structure of advertising communication and public relations (3h.).
12. Companies advertising and public relations. Professional profiles (3h.).
13. Regulation of advertising and public relations. Ethics and professional deontology (3h.).
14. Advertising and public relations applied to tourism (3h.).
15. Destination brands and Internet Communication (3h.).

## SAW. WEB RESOURCES REFERENCES AND

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### recommended bibliography

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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 y HUERTAS, Asunción (2009): *Redacción en relaciones públicas*. Madrid: Pearson Prentice Hall.

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

- HERREROS, Mario (2000): *La Publicitat : fonaments de la comunicació publicitària*. Barcelona: Pòrtic.
- JIMÉNEZ, Mònika (2007): *Manual de gestió d'esdeveniments : la construcció de la imatge de marca*.  
Vic: Eumo.
- MOILANEN, Teemu y 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.
- ROMERO, M<sup>a</sup> 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.

#### Websites

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[www.colpublirp.com](http://www.colpublirp.com)  
[www.aeap.org](http://www.aeap.org)  
[www.anunciantes.com](http://www.anunciantes.com)  
[www.associaciopublicitat.com](http://www.associaciopublicitat.com)  
[www.agenciasdemedios.com](http://www.agenciasdemedios.com)  
[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)  
[www.marcasturisticas.org](http://www.marcasturisticas.org)

## VII. TEACHING METHODOLOGY

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The course is based on three complementary methodologies:

- a) the master teacher presentations of theoretical issues,
- b) the review and analysis of case studies in class and
- c) work group.

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

The student, individually, must seek information on any specific issue related to advertising and public relations, an issue that will be discussed at the next class. At the beginning of the next session, the teacher will choose as many students as it sees fit to expose to the class comments.

## VIII. EVALUATION

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The evaluation will consist of the average of the following grades:

- Evaluation of the theoretical knowledge acquired in the subject, from exhibitions and worked teacher questions individually (50%).
- Evaluation work group (50%).

Title	Weight	Hours	ECTS	LEARNING OUTCOMES
Exam	50 %	2	0.08	CE 3.4 / CE 8.6
practical work	50 %	30	1.2	CE 3.4 / CE 14.2

## IX. ORGANIZATION OF TIME STUDENT DEDICATION

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Kind	Activity	Hours	LEARNING OUTCOMES
Guided activities	lectures	48	CE3.4. CE8.6. CE14.2 CT5. CT12. CT13.
	Resolution practical case	22	CE3.4. CE8.6. CT1. CT4.
supervised	recommended reading	twenty	CE3.4. CE8.6. CT1. CT4.

<b>autonomous activities</b>	Resolution practical case	30	CE3.4. CE8.6. CE14.2 CT1. CT12.
	study	30	CE14.2 CT1.
<b>TOTAL</b>		150	

## IX. TIMELINE OF TEACHING

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Week	ActiviDades directed	Activiautonomous Dades
Week 1	<ul style="list-style-type: none"> <li>▪ Presentation course (sessions, required readings, midterm exam)</li> <li>▪ Explanation weekly practices</li> <li>▪ Explanation group work</li> <li>▪ "Consumption, new consumers and new communication"</li> </ul>	<ul style="list-style-type: none"> <li>• Establishment of working groups.</li> </ul>
Week 2	<ul style="list-style-type: none"> <li>▪ "Conceptual aspects of Advertising and Public Relations"</li> <li>▪ "Consumers and public "</li> </ul>	<ul style="list-style-type: none"> <li>• Individual work: information search on the Web on advertising and public relations</li> <li>• Groupware tourist destinations and new forms of communication.</li> </ul>
Week 3	<ul style="list-style-type: none"> <li>▪ "From the marketing objectives to the objectives of communication: the advertising campaign"</li> </ul>	<ul style="list-style-type: none"> <li>• Individual work: information search on the Web on advertising and public relations</li> <li>• Groupware tourist destinations and new forms of communication.</li> </ul>
Week 4	<ul style="list-style-type: none"> <li>▪ "From marketing goals to the goals of communication: public relations campaign"</li> </ul>	<ul style="list-style-type: none"> <li>• Individual work: information search on the Web on advertising and public relations</li> <li>• Groupware tourist destinations and new forms of communication.</li> </ul>
Week 5	<ul style="list-style-type: none"> <li>▪ "Creativity. Theoretical</li> </ul>	<ul style="list-style-type: none"> <li>• Individual work: information search</li> </ul>

	aspects. Ideation Techniques"	<p>on the Web on advertising and public relations</p> <ul style="list-style-type: none"> <li>• Groupware tourist destinations and new forms of communication.</li> </ul>
Week 6	<ul style="list-style-type: none"> <li>▪ "Creativity. Application to advertising and public relations"</li> </ul>	<ul style="list-style-type: none"> <li>• Individual work: information search on the Web on advertising and public relations</li> <li>• Groupware tourist destinations and new forms of communication.</li> </ul>
Week 7	<ul style="list-style-type: none"> <li>▪ "Creativity. Application to advertising and public relations, 2"</li> </ul>	<ul style="list-style-type: none"> <li>• Individual work: information search on the Web on advertising and public relations</li> <li>• Groupware tourist destinations and new forms of communication.</li> </ul>
Week 8	<ul style="list-style-type: none"> <li>▪ "Advertising and media"</li> </ul>	<ul style="list-style-type: none"> <li>• Individual work: information search on the Web on advertising and public relations</li> <li>• Groupware tourist destinations and new forms of communication.</li> </ul>
Week 9	<ul style="list-style-type: none"> <li>▪ "Public relations techniques"</li> </ul>	<ul style="list-style-type: none"> <li>• Individual work: information search on the Web on advertising and public relations</li> <li>• Groupware tourist destinations and new forms of communication.</li> </ul>
Week 10	<ul style="list-style-type: none"> <li>▪ "Structure of advertising communication and public relations"</li> </ul>	<ul style="list-style-type: none"> <li>• Individual work: information search on the Web on advertising and public relations</li> <li>• Groupware tourist destinations and new forms of communication.</li> </ul>
Week eleven	<ul style="list-style-type: none"> <li>▪ "Companies advertising and public relations. Professional</li> </ul>	<ul style="list-style-type: none"> <li>• Individual work: information search on the Web on advertising and public</li> </ul>



	Profiles"	relations <ul style="list-style-type: none"> <li>• Groupware tourist destinations and new forms of communication.</li> </ul>
Week 12	<ul style="list-style-type: none"> <li>▪ "Marks destination and Internet communication"</li> </ul>	<ul style="list-style-type: none"> <li>• Individual work: information search on the Web on advertising and public relations</li> <li>• Groupware tourist destinations and new forms of communication.</li> </ul>
Week 13	<ul style="list-style-type: none"> <li>▪ Presentation group work</li> </ul>	<ul style="list-style-type: none"> <li>• studying theory</li> </ul>
Week 14	<ul style="list-style-type: none"> <li>▪ Final evaluation theory</li> </ul>	

## X. ENTREPRENEURSHIP AND INNOVATION

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In the case of this subject, aspects of entrepreneurship and innovation are not too prominent, being an elective, but it is important to know, analyze and be able to think communication alternatives for destinations and tourism businesses outside the mass communication channels.