

**COURSE DATA****DATA SUBJECT**

Code: 40104
Name: Advertising management
Cycle: Master's Degree
ECTS Credits: 5
Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
2114 - Master's Degree in Marketing and Market Research	Facultat d'Economia	1	Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2114 - Master's Degree in Marketing and Market Research	Specialty in communication	ELECTIVES

COORDINATION

MIQUEL ROMERO MARIA JOSE

SUMMARY

The Advertising Management course covers three key areas: an introduction to advertising; the message and creativity involved; and the advertising media. The introductory first part allows us to focus on the field of study, bringing us closer to the advertising market and highlighting the effects of advertising and the decisions involved in advertising plans. The second part, entitled *¿Message and Creativity¿*, analyses the informational content of conventional and non-conventional advertising formats. This section concludes with a detailed analysis of the advertising message to determine attractive and engaging content for viewers, helping companies and advertising professionals achieve better results in campaign development. The final section, *¿Advertising Media¿*, provides an overview of conventional and unconventional advertising formats and the development of advertising tools on the internet.

In general, therefore, the course delves into topics related to marketing and



communication, the advertising environment, attitudes towards advertising, objectives and budget, message and creativity, media (both conventional and unconventional) and online advertising communication.

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

No enrolment restrictions have been specified with other subjects of the curriculum. In relation to other subjects of the same degree, no enrolment restrictions have been specified with other subjects of the curriculum. The previous knowledge is that of access to the Master.

COMPETENCES / LEARNING OUTCOMES

2114 - Master's Degree in Marketing and Market Research

Be able to integrate new technologies in their professional and/or research work.

Conocer las herramientas del marketing mix y ser capaz de utilizarlas de forma adecuada a cada contexto.

Critically analyse one's own work and that of colleagues.

Diseñar mecanismos de control sobre las decisiones de marketing e investigación comercial e implementar posibles medidas correctoras.

Have a proactive attitude towards possible changes that may occur in their professional and/or investigative work.

Know how to write and prepare presentations to present and defend them later.

Poseer las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo.

Saber aplicar los conocimientos adquiridos y ser capaces de resolver problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio.

Saber comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades.

Saber presentar en público los objetivos del plan de marketing y responder a las críticas de otros, mediante juicios argumentados y defenderse con rigor y tolerancia.

Saber trabajar en equipo con eficacia y eficiencia.



Ser capaces de buscar, ordenar, analizar y sintetizar la información, seleccionando aquella que resulta pertinente para la toma de decisiones.

Ser capaces de integrar conocimientos y enfrentarse a la complejidad de formular juicios a partir de una información que, siendo incompleta o limitada, incluya reflexiones sobre las responsabilidades sociales y éticas vinculadas a la aplicación de sus conocimientos y juicios.

Ser capaces de tomar decisiones tanto individuales como colectivas en su labor profesional y/o investigadora.

Students should possess and understand foundational knowledge that enables original thinking and research in the field.

DESCRIPTION OF CONTENTS

1. Topic 1. Environment, nature and scope of advertising

- 1.1. The advertising market: advertisers, agencies and media
- 1.2. Concept and types of advertising
- 1.3. Advertising and consumer: processing
- 1.4. Advertising planning: advertising plan and briefing

2. Topic 2. Attitudes toward advertising and advertisement

- 2.1. Concept and structure of attitudes
- 2.2. Antecedents of attitude toward advertising and advertisements
- 2.3. Economic and social effects of advertising
- 2.4. Consequences of the attitude towards advertising and the advertisements: The advertising evasion

3. Topic 3. Objectives, effectiveness and advertising budget

- 3.1. The advertising objectives: concept, functions and components
- 3.2. Response to advertising: sales and intervening variables
- 3.3. Advertising effectiveness: the advertising pretest and post-test
- 3.4. Models and methods of budget determination: academic, empirical and practical

- 4.1. Advertising message: content and coding
- 4.2. Informative content of advertising
- 4.3. Analytical categories of analysis
- 4.4. Strategic level of content of the advertising message



4. Topic 4. The advertising message

- 4.1. Advertising message: content and coding
- 4.2. Informative content of advertising
- 4.5. Tactical level of content of the advertising message
- 4.6. Informative content in non-conventional advertising formats

5. Topic 5. Advertising creativity

- 5.1. Creative strategy and creative concept
- 5.2. Advertising realization: Art Direction, Copywriter and advertising production
- 5.3. Structure of the creative department.

6. Topic 6. Online communication

- 6.1. Online Communication and Branding
- 6.2. Creativity on the Internet
- 6.3. eCorporate Communication
- 6.4. Actors of the interactive sector
- 6.5. Online advertising pl

7. Topic 7. Media and advertising media

- 7.1. Characteristics of advertising media
- 7.2. Distribution of advertising investment in the media
- 7.3. Traditional versus non-traditional advertising

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	30,00
Seminar	9,00
Group work	2,00
Total hours	41,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	6,50
Individual or group project	10,00
Independent study and work	7,50
Preparation of lessons	45,00



Preparation for assessment activities	21,50
Resolution of case studies	0,00
Total hours	90,50

TEACHING METHODOLOGY

Teaching methodology will be based on: Theoretical classes through participatory lectures, Discussion of articles (readings) and completion of individual assignments, Team Project, Expert conferences, Group assignments

EVALUATION

- Final exam: Maximum 5 points (minimum score to be added to the rest of the marks: 2.5 points)
- Individual assignment related to the seminar(s): Maximum 0.5 points
- Team project linked to the joint project in the Communication specialization: Maximum 3 points (minimum score to be added to the rest of the marks: 1.75 points). This score also includes the oral presentation of the project
- Submission of individual/group assignments: Maximum 1.5 point

To pass the course, a minimum of 5 points out of 10 must be obtained overall.

With the exception of the team project related to the development of a communication campaign, no other individual or group assignment can be retaken; just the Team project and the final exam.

OTHER ISSUES AFFECTING THE EVALUATION OF THE SUBJECT: ACADEMIC HONESTY AND BEHAVIOR:

The behavior consisting of cheating in an exam or plagiarizing an "assessable" task (whether or not it is the final degree assignment or from the current or previous course), is contrary to the duties of the students included in both the state and internal regulations of UV. The immediate consequence of this type of behavior will be, in any case, the qualification with a zero and the failure of the subject, in accordance with the Regulation of Evaluation and Qualification (hereinafter REC) approved by the Government Council on May 30 of 2017 (art. 13 section 5); the University Student Statute, approved by RD 1791/2010, of December 30; and the Letter of rights and duties of the students of the University of Valencia, approved by Agreement



of the Governing Council of October 19, 1993 and modified by ACG of April 30, 1998.

All students are advised that smartphones or any other unauthorized electronic device or document may not be used. Any student who uses a mobile phone both in class, due to the existence of continuous assessment, and in the exam, will be invited to leave the classroom and will obtain a numerical grade of zero in the corresponding assignment or task (art. 13, section 6). The same type of conditions will apply to smart watch terminals or similar. The use of laptops or digital tablets is allowed for taking notes or viewing teaching material.

All of the above measures will be applied regardless of the disciplinary procedure that may be instituted against the student and, if possible, the appropriate sanction in accordance with current regulations (art. 13, section 7).

Policy Statement about Artificial Intelligence use: Students are encouraged to responsibly utilize Artificial Intelligence (AI) tools for information analysis and research while upholding academic integrity and complying with ethical and legal standards.

REFERENCES

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