



COURSE GUIDE

Advertising innovation

MULTIMEDIA AND DIGITAL ARTS DEGREE

Universidad Católica de Valencia

24/25



TEACHING GUIDE SUBJECT AND / OR COURSE

		ECTS
SUBJECT: Advertising innovation		6
Matter: Advertising innovation		6
Module: Business and Legal framework		24
Type of learning: Basic Formation	Year: 3 Semester: 1	
Teacher: Dr. Víctor Roca Hueso	Department: multimedia	
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SUBJECT ORGANIZATION

Business and Legal framework				Nº ECTS 24
Duration and temporal location within the curriculum:				
Subjects and Courses				
Subject	ECTS	COURSES	ECTS	Course/ semester
Business	12	Business Management	6	1/1
		Marketing and business communications	6	2/1
Advertising innovation	6	Advertising innovation	6	3/1
Law	6	Media and Intellectual Property Law	6	1/2

**TEACHING GUIDE SUBJECT AND / OR COURSE:****Advertising innovation**

Prerequisites: General knowledge of marketing, communication and creativity already addressed in previous courses.

Knowledge of design, photography, illustration, drawing, for use in carrying out advertising campaigns.

OBJECTIVES

To consolidate marketing and communication skills that allow design to be conceived within a larger advertising-driven field.

Know how to approach and carry out advertising campaigns in different media.

Know how to apply the knowledge of design, photography, illustration, drawing in the conduct of advertising campaigns.

To offer to the student a wide and updated vision of the advertising scene and its different supports (from the most traditional to the new technologies)

To develop processes of effective advertising ideation and its concretion for different supports.

Expand the critical capacity against advertising, its strategies of seduction and its ability to influence the construction of contemporary identity.

Know how to recognize the model of man that derives from advertising proposals and be able to develop creative strategies that do not impoverish its conception and its construction for a fully happy life.

BASIC COMPETENCES		Competence measuring scale			
		1	2	3	4
CB1	Understanding of knowledge in an area of study that starts from the base of general secondary education, and is usually found at a level that, although it is supported by advanced textbooks. It also includes some aspects that imply knowledge from the vanguard of its field of study.				x
CB2	Apply knowledge to their work or vocation in a professional way and possess the skills that are usually demonstrated through the elaboration and defense of arguments and problem solving within their area of study.			x	
CB3	Ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues.				x
CB4	Ability to transmit information, ideas, problems and solutions to a specialized and non-specialized public.				x



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CB5	Development of those learning skills needed to undertake further studies with a high degree of autonomy.			x	
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GENERAL COMPETENCES	Competence measuring scale			
	1	2	3	4
CG. 2 Ability to organize and plan				x
CG. 3 Oral and written communication in one's own language				x
CG. 6 Information management capacity. Know how to obtain information effectively from books and specialized magazines, and other documentation				x
CG. 7. Resolución de problemas				x
CG. 9 Decision making			x	
CG. 10. Teamwork				x
CG. 14. Critical reasoning				x
CG. 15. Ethical Commitment				x
CG 16. Ability to take on responsibilities			x	
CG. 21. Leadership. Analysis and management of equipment			x	
CG. 22. Ability to collaborate with other professions and especially with professionals from other fields. Identify appropriate professionals to properly develop creative work.			x	
CG. 25. Motivation for quality			x	
CG. 27. Sensitivity to environmental issues				x
CG. 29. Expression of social commitment			x	
CG. 30. Showing sensitivity to the problems of humanity				x
CG. 31. Showing sensitivity to personal, environmental and institutional injustices				x

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SPECIFIC COMPETENCES				
	1	2	3	4
EC 7 Ability to detect new areas of the information society in which multimedia technologies can be useful.				x
CE12 Sensitivity to assess the importance of design in the formulation of messages and the impact of their transmission on the different communicative fields				x
CE15 Knowledge of the legislative framework in Spain and Europe, in particular with regard to the audiovisual field and the protection of intellectual and industrial property.			x	
CE16 Understand and transmit the importance of the communication strategy as a critical element in the processes of value creation and making this value available to society by companies and organizations in general.				x
CE17 Understanding of the characteristics of the sector of digital production and its operation and the trends that mark its current and future evolution.				x
CE18 To know, value and understand the ethical obligations of the professional of multimedia creation and the implications of conforming to them in professional performance.			x	
EC19 Comprehensive understanding of artistic and multimedia practices and the importance of their relationship with their socio-economic context	x			

LEARNING OUTCOMES	Competences
R. 2. Knowledge of the Legal Order related to the media	CB:1,2,3,4,5 CG:2,3,5,6,7,9,10,12, 14,16, 19,20,21,22,23,25,27,29,30, 31 CE: 7,12,15,16,17,18,19
R. 5. Be able to understand the marketing strategy and the marketing mix of an organization.	CB:1,2,3,4,5 CG:2,3,5,6,7,9,10,12, 14,16, 19,20,21,22,23,25,27,29,30, 31 CE: 7,12,15,16,17,18,19
R. 6. Comprehensive knowledge of the business communication process.	CB:1,2,3,4,5 CG:2,3,5,6,7,9,10,12, 14,16, 19,20,21,22,23,25,27,29,30, 31 CE: 7,12,15,16,17,18,19
R. 7. Knowledge of the different strategies for business communication.	CB:1,2,3,4,5 CG:2,3,5,6,7,9,10,12, 14,16, 19,20,21,22,23,25,27,29,30, 31 CE: 7,12,15,16,17,18,19



CLASSROOM WORK TRAINING ACTIVITIES			
ACTIVITY	Teaching-Learning Methodology	Relationship With Learning Outcomes for the subject	ECTS ¹
ON-CAMPUS CLASS	Teacher presentation of contents, analysis of competences, explanation and in-class display of skills, abilities and knowledge.	R2, R5, R6, R7	1
PRACTICAL CLASSES	Group work sessions supervised by the professor. Case studies, diagnostic tests, problems, field work, computer room, visits, data search, libraries, on-line, Internet, etc. Meaningful construction of knowledge through interaction and student activity.	R2, R5, R6, R7	0,5
LABORATORY	Activities in spaces with special equipment.		0
SEMINAR	Supervised monographic sessions with shared participation	R2, R5, R6, R7	0,25
GROUP WORK EXHIBITION	WORK GROUP EXHIBITION	R2, R5, R6, R7	0,25
TUTORING	Custom and small group attention. Period of instruction and / or guidance by a tutor to review and discuss the materials and topics presented en las clases, seminarios, lecturas,	R2, R5, R6, R7	0,25

¹ The subject and / or material is organized in training PHYSICAL WORKING training activities and self study, students, with an estimated in ECTS. Proper distribution is as follows: 35-40% for Classroom Training Activities and 65-60% for freelance work. (For a course of 6 ECTS: 2.4 and 3.6 respectively).

The teaching-learning methodology described in this guide in a generic way, shape in the teaching units in which the course is organized and / or matter

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EVALUATION	Set of oral and / or written used in initial, formative or summative evaluation of the student.	R2, R5, R6, R7	0,15
Total			(2,4*)

INDEPENDENT WORK ACTIVITIES

ACTIVITY	Teaching-Learning Methodology	Relationship of Course with Learning Outcomes	ECTS
GROUP WORK	Group preparation of readings, essays, problem solving, seminars, papers, reports, etc. to be presented or submitted in theoretical lectures, practical and/or small-group tutoring sessions. (www.plataforma.ucv.es)	R2, R5, R6, R7	0,6
INDEPENDENT WORK	Student study: Individual preparation of readings, essays, problem solving, seminars, papers, reports, etc.. to post or deliver the lectures, practical and / or small group tutoring. Work done on the platform of the university (www.plataforma.ucv.es)	R2, R5, R6, R7	3
Total			(3,6*)

SYSTEM FOR ASSESSING THE ACQUISITION OF THE COMPETENCES AND ASSESSMENT SYSTEM

Assessment Tool ²	LEARNING OUTCOMES ASSESSED	Allocated Percentage
Realization of theoretical-practical activities (group)	R2, R5, R6, R7	35%

² Techniques and tools for evaluation: oral-exam, written tests (multiple choice tests, development, concept maps ...), tutorials, projects, case studies, observation notebooks, portfolio, etc..



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Individual objective tests	R2, R5, R6, R7	15%
Final Exam	R2, R5, R6, R7	40%
Attendance and participation	R2, R5, R6, R7	10%

In any case, it will be necessary to pass the final face-to-face exam of the subject.

Assistance and participation:

Failure to attend class due to unjustified reasons will be penalized by a 0.1 per cent for lack. Ten fouls will result in the loss of the full point.

Repeated arrival late to class in an unjustified manner will be considered as a lack of attendance

Participation may be voluntary or at the request of the teacher. The lack of contributions and reflections on the topics to be discussed during the sessions will be considered as lack of participation.

In accordance with the development guidelines of the General Regulations for the Evaluation and Qualification of Official Teachings and Own Degrees of the UCV, in face-to-face degrees, class attendance with a minimum of 80% of the sessions of each subject will be required as a requirement. to be evaluated. This means that, if a student does not attend the sessions of each subject, in a percentage greater than 20%, he/she will not be able to be evaluated, neither in the first nor in the second call, unless the person responsible for the subject, with the approval of the person responsible for degree, in view of duly justified exceptional circumstances, exempt from the minimum attendance percentage.

The same criterion will be applicable for hybrid or virtual degrees in which teachers must maintain the same percentage in the requirement of "presence" in the different training activities, if any, even if these are carried out in virtual environments.

Furthermore the professor can establish as absence the repeated delayed attendance, the lack of attention in class as well as the forbidden use of mobile phones, the lack of participation in class, etc. All the previously mentioned reasons can be considered as breaking the rule and therefore taken into account in order not to be allowed to take the first call exam and to penalize the established percentage on class participation and attendance.

The above mentioned rule affects both the assessment percentage on class attendance and class participation as well as the evaluation of class projects and case studies that have their own assessment percentage which are all included and explained in the present course guide.

According to article 9 of the General Regulations for the Evaluation and Qualification of Official Teachings and Own Degrees of the UCV, the continuous evaluation system is the preferred evaluation system at the UCV. The art. 10 allows, however, for those students who in a justified and accredited manner express their inability to attend in person (or to synchronous communication activities for virtual and/or hybrid teaching modalities), their evaluation on an extraordinary basis in the so-called single evaluation. Said single evaluation must be requested within the first month of each semester to the Dean of Faculty through the Vice-Deaneries or



Master's Directorates, with the express decision on the admission of said request from the student concerned being the responsibility of the latter.

For the subject of Advertising Innovation, the evidence to be presented and/or the test/s to be carried out in the single evaluation by the student that are established are: completion of theoretical-practical activities 40% and final exam 60%.

Carrying out cases and practical exercises proposed in class:

Several exercises of autonomous and individual work will be proposed throughout the subject. Each exercise will have a valuation in its own percentage that will be presented in the rubric prior to the realization of the same. In the practical cases, the fulfillment of the deadlines, the originality, the execution and the use of the adequate resources for each one of them (bibliographic search, comparative analysis, etc.) will be evaluated. Copying, plagiarism, not citing sources, performing misspellings will imply the suspension of work.

Completion of final work:

Throughout the course will be worked on a group work that must be presented in writing and orally by all members of the group. The evaluation of this work will have a rubric that specifies the evaluation criteria and that will be presented when the work is ordered. The assignment of the components of the groups will be done according to the criteria of the teacher. As in the individual works the copy, plagiarism or lack of appointment will be sanctioned. In the group work will be assessed the individual participation of each member who can penalize their grade.

Exam and Final Note:

The subject will have a final exam whose approval is essential (minimum mark 5 out of 10) to mediate with the rest of the marks obtained in the subject. Failure to pass the exam will therefore result in suspension of the call, unless in the joint assessment of the subject and at the discretion of the teacher it is considered that the minimum knowledge required in the subject has been achieved.

The average obtained in the continuous evaluation will be maintained in first and second call, not being able to present substitutive works to those realized during the continuous evaluation.

If it is the case that, having passed the exam, the average grade higher than 5 is not achieved in its entirety, the exam must be repeated.

In case of suspension on first call, a second substitution work may be submitted to those made during the continuous evaluation if it is determined that there was justified cause for not having delivered it at the time or the teacher considers it justified to repeat it. In any case it will imply re-examination on second call.

In no case can complementary papers be presented to improve the average grade obtained if the subject has been approved.

Plagiaries, copies and lack of appointments:

In all the works presented (individual or group) as in the exam the misspellings penalize the note. The repetition of absences will suppose the automatic suspension of the work or examination



presented.

The detection of plagiarism or copy of any work carries the suspension of the same. It is considered plagiarism the use of works of others not mentioned by the author or the abusive use of material not proper for the elaboration of the same. (More than 35%).

The copy in the exam supposes the suspension of the complete subject, not being able to present in second call.

The presence in the classroom of the student at the beginning of the examination implies the evaluation of the same, not being able to claim the consideration of not presented, even if the room is abandoned after receiving it.

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Criteria for Granting Honors:

The mention of "Honors" may be awarded to students who have obtained a grade equal to or greater than 9.0. Their number may not exceed five percent of the students enrolled in a group in the corresponding academic year, unless the number of students enrolled is lower.

DESCRIPTION OF CONTENTS	COMPETENCES
Organización en bloques de contenido o agrupaciones temáticas. Desarrollo de los contenidos en Guías didácticas.	(Indicar, numéricamente, las competencias relacionadas)
Innovation	CB:1,2,3,4,5 CG:2,3,5,6,7,9,10,12, 14,16, 19,20,21,22,23,25,27,29,30, 31 CE: 7,12,15,16,17,18,19
Branding and positioning	CB:1,2,3,4,5 CG:2,3,5,6,7,9,10,12, 14,16, 19,20,21,22,23,25,27,29,30, 31 CE: 7,12,15,16,17,18,19
The strategy in advertising communication	CB:1,2,3,4,5 CG:2,3,5,6,7,9,10,12, 14,16, 19,20,21,22,23,25,27,29,30, 31 CE: 7,12,15,16,17,18,19
Creativity	CB:1,2,3,4,5 CG:2,3,5,6,7,9,10,12, 14,16, 19,20,21,22,23,25,27,29,30, 31 CE: 7,12,15,16,17,18,19
Agents involved in advertising	CB:1,2,3,4,5 CG:2,3,5,6,7,9,10,12, 14,16, 19,20,21,22,23,25,27,29,30, 31 CE: 7,12,15,16,17,18,19
Structure of advertising activity	CB:1,2,3,4,5 CG:2,3,5,6,7,9,10,12, 14,16, 19,20,21,22,23,25,27,29,30, 31 CE: 7,12,15,16,17,18,19
Professional profiles in communication	CB:1,2,3,4,5 CG:2,3,5,6,7,9,10,12, 14,16, 19,20,21,22,23,25,27,29,30, 31 CE: 7,12,15,16,17,18,19
The digital age	CB:1,2,3,4,5 CG:2,3,5,6,7,9,10,12, 14,16, 19,20,21,22,23,25,27,29,30, 31 CE: 7,12,15,16,17,18,19



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- AGENCIAS DE MEDIOS (GROUPM, ARCEMEDIA, KANTAR MEDIA)
- AIMC [HTTP://WWW.AIMC.ES/](http://www.aimc.es/)
- ASOCIACIÓN ESPAÑOLA DE AGENCIAS DE COMUNICACIÓN PUBLICITARIA [HTTP://WWW.AGENCIASAEACP.ES/](http://www.agenciasaeacp.es/)
- ASOCIACIÓN ESPAÑOLA DE ANUNCIANTES [HTTP://WWW.ANUNCIANTES.COM/](http://www.anunciantes.com/)
- ASOCIACIÓN DE MARKETING DE ESPAÑA [HTTP://WWW.ASOCIACIONMKT/](http://www.asociacionmkt/)
- COMISIÓN NACIONAL DEL MERCADO DE VALORES [HTTPS://WWW.CNMV.ES/](https://www.cnmv.es/)
- COMSCORE [HTTPS://WWW.COMSCORE.COM/](https://www.comscore.com/)
- CONTAGIOUS [HTTPS://WWW.CONTAGIOUS.COM/](https://www.contagious.com/)
- CONTENTLY [HTTPS://CONTENTLY.COM/](https://contently.com/)
- EMARKETER [HTTPS://WWW.EMARKETER.COM/](https://www.emarketer.com/)
- IAB [HTTPS://WWW.IAB.COM/](https://www.iab.com/)
- INE [HTTP://WWW.INE.ES/](http://www.ine.es/)
- INFOADEX [HTTP://WWW.INFOADEX.ES/](http://www.infoadex.es/)
- OJD [HTTPS://WWW.OJD.ES/](https://www.ojd.es/)
- SCOPEN [HTTP://SCOPEN.COM/](http://scopen.com/)
- STATISTA [HTTPS://ES.STATISTA.COM/](https://es.statista.com/)
- THINK WITH GOOGLE [HTTPS://WWW.THINKWITHGOOGLE.COM/](https://www.thinkwithgoogle.com/)

TEMPORAL ORGANIZATION OF LEARNING:

	BLOCK CONTENT / TEACHING UNIT	NUMBER OF PRESENTIAL SESSIONS
1.	Innovation	3
2.	Branding and positioning	5
3.	The strategy in advertising communication	5



4.	Creativity	3
5.	Agents involved in advertising	2
6.	Structure of advertising activity	5
7.	Professional profiles in communication	5
8.	The digital age	2

ADDITIONAL INFORMATION:

TEACHING OF THE SUBJECT ON SECOND AND SUBSEQUENT ENROLLMENT:

There will be a group for students who are not of first registration and a teacher in charge of that group.

This group will be a number set by the UCV of monitoring and tutoring sessions (February 6 hours each) in which to reinforce the work on skills that students need to acquire group to pass the course.

These sessions are included in the attached schedule in this guide and are detailed in the description of the teaching units of the course.

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TEMPORAL ORGANIZATION OF LEARNING (Students of second or successive enrollments):		
	BLOCK CONTENT / TEACHING UNIT	NUMBER OF PRESENTIAL SESSIONS
1-3.	Innovation. Branding and positioning	1
2.	The strategy in advertising communication	1
4-5.	Creativity	1
6.	Agents and strategy in advertising communication	1
7.	Professional profiles in communication	1
8.	The digital age	1