



## PRESENTACIÓN

- **Breve descripción:** Ground course for 2nd-year Communication students (Journalism degree) and 3rd-year students with double degrees in Communication.
- **Titulación:** Journalism and double degrees in Communication
- **Módulo/Materia:** Introduction to Advertising and Public Relations
  - Módulo 1. Fundamentos de la comunicación y del periodismo
  - Materia 1. Teoría de la Comunicación
- **ECTS:** 6
- **Curso, semestre:** Second year, first semester
- **Carácter:** Obligatorio.
- **Profesorado:** Natalia Rodríguez Salcedo ([nrodriguez@unav.es](mailto:nrodriguez@unav.es)), and Francisco J. Pérez Latre ([perezlatre@unav.es](mailto:perezlatre@unav.es))
- **Idioma:** English (Spanish may be used in some readings and visuals)
- **Aula, Horario:** Communication Building: Tuesdays (Aula 3), from 15.30 to 17.15 pm, and Wednesdays (Aula 3) from 17.30 to 19.15 pm

## COMPETENCIAS

### JOURNALISM DEGREE

#### Basic competencies

CB1 - Students should demonstrate knowledge and understanding of the subject area based on a general secondary school education. They should have a general level that is well supported by advanced texts, but that also encompasses aspects that suggest knowledge of the leading edge of their field of study.

CB2 - Students should be able to apply their knowledge to their job or vocation in a professional way. They should be able to prove their general competencies by developing and defending arguments and solving problems within their subject area.

#### General competencies

CG1 - Accurately expressing knowledge and ideas in speech and writing in the field of audiovisual communication

CG3 - Understanding and valuing the impact of audiovisual communication on society, culture, history, economics, business, law, science, ethics, and technology.

CG6 - Communicating fluently and succinctly in speech and writing while making use of suitable linguistic and literary resources.

CG8 - Knowing and applying the fundamentals of rhetoric and the contributions of new theories on argumentation, as well as communicative techniques as they apply to persuasion.



# Universidad de Navarra

## Specific competencies

CE6 - To know the main shaping elements of today's society, specifically those social, political, and economic issues related to current affairs.

CE8 - Defining and understanding the evolution of different contemporary journalistic forms and traditions in Spain, Europe, and the world throughout history, as well as the theories, concepts, and schools of thought that address these forms and traditions.

## PROGRAMA

Our syllabus has two parts, one for Advertising (Francisco J. Pérez-Latre) and the other for Public Relations (Natalia Rodríguez-Salcedo).

The part about Public Relations will be taught first in the semester, from September 5th to October 17th, 2023.

The part about Advertising will follow and will be taught from October 18th to November 28th, 2023.

**Introduction to Public Relations** (from September 5th to October 17th) will have lectures on Tuesdays (Aula 3), from 15.30 to 17.15 pm, and Wednesdays (Aula 3) from 17.30 to 19.15 pm

### SYLLABUS

#### Introduction and professional context:

Lesson 1. Introduction to Public Relations (PR). What is PR? Explorations.

#### The practice of Public Relations:

Lesson 2. Public Relations programmes / plans. PR industry. Agencies and/or consultancies.

#### The theory of Public Relations:

Lesson 3. Propaganda.

Lesson 4. Public Relations.

**Introduction to Advertising** (from October 18th to November 28th) will have lectures on Tuesdays (Aula 3), from 15.30 to 17.15 pm, and Wednesdays (Aula 3) from 17.30 to 19.15 pm

1. Brands, identity & change
2. Principles of advertising communication
3. The art of writing advertising: Ogilvy, Bernbach and Burnett
4. The Fourth Screen, Narcissus and new advertising
5. Brand leadership: Nike versus Adidas



Universidad  
de Navarra

6. Coca-Cola and the search for happiness (1886-2020)

## ACTIVIDADES FORMATIVAS

Students should attend lectures to become familiar with basic concepts and case studies. They also have to read and study suggested and required readings. Students will have to think, participate and analyse some visual and written material in class. These assignments will contribute to their final grade.

### Introduction to Public Relations (from September 5th to October 17th)

Classes are usually structured as follows: lecture (first hour of class) and activity (second hour of class). Activities are supposed to be handed in through Adi (or any other way the teacher decides), in class -by the end of each day's class schedule (before 17.30 on Tuesdays or before 19.30 on Wednesdays)-.

Lectures: theoretical explanations, case studies, analysis, activities and discussions. 24 hours. Every Tuesday and Wednesday from September 5th to October 17th.

Personal study of class notes (and any other reading material, if used): 25 hours.

Final project assignment (deadline October 11th) in groups: 24,5 hours (including presentations).

Exam (October 17th): 1,5 hours.

Total hours: 75 hours.

### Introduction to Advertising (from October 18th to November 28th)

Lectures: theoretical explanations, case studies, analysis, activities and discussions. 24 hours. Every Tuesday and Wednesday from October 18th to November 28th.

Teaching activities are diverse. They include class participation and engagement in a context of active learning and interaction with the professor with questions and conversations. Sessions use a variety of methodologies, including presentations, lectures and case studies. Students are expected to study in depth the class concepts and notes. Hours: 51

Exam: 1 hour.

Total hours: 75 hours.

TOTAL HOURS (ADVERTISING + PUBLIC RELATIONS) = 150 hours.

## EVALUACIÓN

### CONVOCATORIA ORDINARIA

The final grade is the average score of both parts of this course (Advertising + Public Relations). In order to add to the average the minimum score for a single part is 4 points out of 10. Below 4 in any of the parts, the exam needs to be repeated in June.

### Introduction to Public Relations (50%) (from September 5th to October 17th)



# Universidad de Navarra

There will be three graded activities in this part of the course:

20% Final project in groups of 5 students that explores and analyse an organisation's communication strategy (presentations: **October 11th**).

10% In-class participation: written assignments.

70% PR exam (October 17th). Students will study their lecture notes and required readings, and also read suggested literature. You must pass this exam in order to pass this course.

## **Introduction to Advertising** (50%) (from October 18th to November 28th)

The score in Advertising comes from the exam about our lectures (70%), and the professor and students' assessment about exercises, participation and engagement in the sessions (30%).

The final exam will take place on December 13th (16.00 pm)

**Students will have to pass both parts (Advertising and Public Relations) in order to pass the course. Those students who fail one part will have to repeat the exam of that part in June.**

### CONVOCATORIA EXTRAORDINARIA

EXAMS IN JUNE\*\*\* (TO BE DECIDED AFTER JANUARY). The final grade for June will depend on the grade of the June exam (100%)

## HORARIOS DE ATENCIÓN

**Dra. Natalia Rodríguez Salcedo** ([nrodriguez@unav.es](mailto:nrodriguez@unav.es))

- Office 0690, Department of Marketing and Media Management. Main Library Building, ground floor
- Office hours: Thursdays from 10.00 to 12.00 and Fridays from 10.00 to 11.00 am **upon request** ([nrodriguez@unav.es](mailto:nrodriguez@unav.es)).

**Dr. Francisco Javier Pérez Latre** ([perezlatre@unav.es](mailto:perezlatre@unav.es))

- Office 0701, Department of Marketing and Media Management. Main Library Office, ground floor
- Office hours: Wednesdays from 9.30 to 11 and any other time upon request ([perezlatre@unav.es](mailto:perezlatre@unav.es)).

## BIBLIOGRAFÍA

### **Introduction to Advertising**

- Recommended works:

Books:



# Universidad de Navarra

BURNETT, Leo (1995). 100 Leo's: Wit & Wisdom from Leo Burnett. Lincolnwood: NTC Business Books.

FOX, Stephen (1997). The Mirror Makers: A History of American Advertising and Its Creators. Urbana: University of Illinois Press.

HIGGINS, D. (2003). The Art of Writing Advertising: Conversations with William Bernbach, George Gribbin, Rosser Reeves, David Ogilvy, Leo Burnett. New York: McGraw-Hill.

MALONE, C. & FISKE, S. T. (2013). The Human Brand: How We Relate to People, Products, and Companies. Jossey-Bass Wiley.

MOON, Youngme (2010). Different: Escaping the Competitive Herd. New York: Crown Business.

OGILVY, David (2004). Confessions of an advertising man. London: Southbank Publishing.

PINK, Daniel H. (2009). Drive: The Surprising Truth About What Motivates Us. New York: Riverhead Books.

SINEK, Simon (2009). Start With Why: How Great Leaders Inspire Everyone to Take Action. Portfolio.

TUNGATE, Mark (2007). AdLand: A global history of advertising. London: Kogan Page.

TWITCHELL, James (2000). Twenty Ads That Shook the World: The Century Most Groundbreaking Advertising and How It Changed Us All. New York: Crown Business.

Advertising Age: <http://www.adage.com>

Adweek: <http://www.adweek.com>

Fast Company: <https://www.fastcompany.com/>

Digiday: <http://digiday.com/>

## Introduction to Public Relations

*Required and suggested readings will be provided where appropriate.*

**Suggested readings** if you are planning your professional future in public relations:

-Austin, E. y Pinkleton, B. (2003). Strategic public relations management. Planning and managing effective communication programs. Ed. Lawrence Erlbaum Associates.

-Bernays, E. (1955). The Engineering of Consent.

-Bernays, E. (1928). Propaganda.

-Bernays, E. (1923). Crystallizing Public Opinion.

-Botan, C. and Hazleton, V. (eds.) (2006). Public Relations Theory II. Lawrence Erlbaum Associates, New York.

-Broom, G. and Sha, B.L. (2013). Cutlip and Center's Effective Public Relations. Pearson.



# Universidad de Navarra

-Grunig, J. and Hunt, T. (1984). Managing Public Relations. Harcourt Brace Jovanovich College Publishers, New Jersey.

-Lerbinger, O. (2012). The crisis manager: facing disasters, conflicts, and failures. New York: Routledge.

-Sotelo Enríquez, C. (2008). Introducción a la Comunicación Institucional. Ariel Comunicación, Barcelona.

-Sriramesh, K. and Verçiq, D. (2019). The Global Public Relations Handbook: Theory, Research, and Practice. Routledge.

-Tech, R. and Waddington, S. (2021). Exploring Public Relations and Management Communication, Pearson, United Kingdom. Localízalo en la Biblioteca

Suggested websites:

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

Professional Publications:

<https://www.prweek.com>

<https://prnoticias.com/>

Professional Associations:

<http://www.ipra.org>

<http://www.ipr.org.uk>

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