Universidad de Navarra

Marketing: historical and cultural perspectives (Gr.Marketing)

Guía docente 2026-27

PRESENTACIÓN

Breve descripción: This course investigates marketing and brands as drivers of culture, history & innovation. It hopes to build in students an appreciation for the cultural and social dimensions of marketing. It doesn't pretend to cover the whole field but it will expand the horizons of marketing students. Its aim is discovery: a look at the best practices of the past will help students conceive the marketing ideas that shape the present and can define the future. Student attendance is expected.

- **Asignatura**: Marketing: Historical & Cultural Perspectives
- **Titulación**: Marketing
- **Módulo I**: Contextos
- **Materia:** Nivel 2. Contexto histórico, jurídico y deontológico
- **ECTS**: 6
- **Curso, semestre**: Primero, primer semestre
- **Carácter**: básica
- **Profesor responsable**: Francisco J. Pérez Latre, catedrático (full professor).
- **Idioma**: Inglés
- **Aula, Horario**: Aula 6: Tuesday 8.00-9.45 and Wednesday 10.00-11.45

RESULTADOS DE APRENDIZAJE (Competencias)

1.KNOWLEDGE

R1 - Students should demonstrate knowledge and understanding of the subject area based on 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.

RA17 – Being familiar with the foundations of persuasive and institutional communication in a global context.

2.SKILLS

R4 - Students should be able to convey information, ideas, problems, and solutions to both specialized and general audiences.

3.COMPETENCIES

R2 - 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.

R5 - Students should have developed the learning skills necessary to undertake higher programs of study with greater independence.

R6 - Expressing thoughts and ideas in speech and writing in an accurate, orderly, creative fashion, in the field of commercial and institutional communication.

– Being familiar with the diverse schools, theories, and methods that form the foundation of public relations theory.

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PROGRAMA

1. Introduction: Basics of Brands as Drivers of Culture & Innovation
2. The Principles of Marketing Communication
3. The Art of Writing Advertising: David Ogilvy, Bill Bernbach & Leo Burnett
4. The Marketing Wars: Adidas vs. Nike
5. The Pursuit of Happiness: A History of Coca-Cola
6. The Fourth Screen: From Blackberry to Netflix
7. The Soul of Starbucks
8. Apple: Why 1984 won't be like 1984
9. The "I Love New York" campaign
10. BMW Films: The Rise of Branded Content
11. Spotify and The Sound of Audio
12. Burger King: A Challenger Brand 2014-2021
13. The Brands of Politics
14. Marketing & the Ethics of Influence

ACTIVIDADES FORMATIVAS

Our course activities combine lectures and seminars that use the case study method. Students also study a book to go deeper into the subject. They are expected to participate in the classroom, demonstrating engagement with the course content. Occasionally students work on short essays and they develop mentoring conversations with the professor.

Theoretical face-to-face classes with a seminar format (60 h.)

Class preparation and personal study (81 h.), students essays (4 h.), mentoring (3 h.), and final exam (2 h.)

EVALUACIÓN

CONVOCATORIA ORDINARIA

The subjects' evaluation in December has two components:

a) The grade of the textbook's test, made up of ten short and specific questions about the class presentations and the textbook (Tungate, Mark. *Adland: A Global History of Advertising*, Kogan Page) (70%). It will take place in December 11.

b) The professor's and students' assessment of students' engagement and participation in class (30%).

To count the grades on participation, students must reach at least 4 out of 10 points in the December 11 exam. Below 4, students will need to repeat the exam in June.

Please read the below statement carefully.

The School of Communication advocates the ethical use of documentary sources and ICT resources.

For this reason, any, and all forms of plagiarism are completely unacceptable in this subject. Plagiarism will be penalized across all tasks: projects, exercises, and examinations. Plagiarism is defined as the whole or partial use of textual, graphic, and/or audiovisual content produced by a third party without crediting the original author(s).

Likewise, any form of fraud, deception, pretense, or falsification aimed at improving one's academic results by illicit means will be penalized.

Correct spelling and grammatical accuracy are to be observed in all written tasks and examinations. The evaluation of such activities takes these requirements into account.

- **Academic projects that draw on books, articles, films, websites, and/or any other documentary sources should include a complete list of works cited. The style guide of the American Psychological Association (APA) is to be followed in this regard.**

CONVOCATORIA EXTRAORDINARIA

The exam (June 23) will include ten short and specific questions about the textbook (Tungate, Mark. *Adland: A Global History of Advertising*, Kogan Page) and our class presentations.

HORARIOS DE ATENCIÓN

Dr. Francisco J. Pérez Latre (perezlatre@unav.es)

- Room 0680. Marketing and Media Management Department. Main Library, lower floor.
- Office hours: Tuesday & Wednesday ,12:30-13:30; Thursday, 10-11. Please send a message to perezlatre@unav.es before you come.

BIBLIOGRAFÍA

- TUNGATE, Mark (2007). Adland: a global history of advertising. London /Philadelphia: Kogan Page, 2007, ISBN: 0749448377 **(Manual de la asignatura)** Localízalo en la Biblioteca

Bibliografía complementaria

- WU, Tim (2017). The Attention Merchants. London. Atlantic Books.
- HIGGINS, Denis (2003). The Art of Writing Advertising: Conversations With William Bernbach, George Gribbin, Rosser Reeves, David Ogilvy & Leo Burnett. New York: McGraw-Hill.
- FOX, Stephen (1997). The Mirror Makers: A History of American Advertising & Its Creators. Urbana & Chicago: University of Illinois Press.
- TWITCHELL, James B. (2000). Twenty Ads That Shook The World: The Century Most Groundbreaking Advertising and How It Changed Us All. New York: Crown Publishers.