

UNIVERSITY CENTRE EUSA ATTACHED TO THE UNIVERSITY OF SEVILLE 2017 -2018



DEGREE: ADVERTISING AND PUBLIC RELATIONS

1. GENERAL I	1. GENERAL DETAILS OF THE SUBJECT						
Name: Level:	MANAGEMENT OF ADV	ERTISEMENT COMPANIES Term: 2°					
Type: Credits (LRU / Year:	Basic ECTS): 6 2016	Compulsory Theoretical credits: 3	Elective subject Practical credits: 3				
Lecturer: E-mail:	JORGE MOLINA FARIÑA jmolina@eusa.es	AS					

2. DESCRIPTION

The purpose is to introduce students to the most significant aspects of business strategy, applied to the case of the advertisement industry. We will try to find a answer to this basic question: Why some companies obtain sustained over time competitive advantages that result in achieving higher than those of its competitors results? For this, the importance of the strategy will be shown improving the competitiveness of the company, addressing not only issues relating to the formulation of the same, but also their implementation.

3. SITUATION

PREVIOUS KNOWLEDGE AND SKILLS:

- · Capacity for analysis and synthesis
- · Ability to organize and plan
- Basic general knowledge
- · Basic computer skills
- · Ability to retrieve and analyze information from different sources
- Troubleshooting
- Decision making
- · Critical capacity and self-criticism
- Teamwork
- Skills in interpersonal relationships
- Recognition of diversity and multiculturalism
- Ability to apply theory to practice
- · Research Skills
- · Ability to learn
- Creativity
- · Understanding of cultures and customs of other countries
- · Ability to work independently
- · Planning and conducting
- · Other skills and competences

RECOMMENDATIONS:

Basic knowledge in management and communication





4. SKILLS

SPECIFIC SKILLS

- Conduct an assessment and selection of investments and choose among alternatives the most appropriate funding at any time
- Know the main political and administrative structures of communication enterprises
- · Converting an empirical research on an object and draw conclusions
- · Rational process of decision making
- Have a strong customer service orientation
- · Manage financial resources
- Lead and manage the different types of tourism organizations
- Understand the legal framework regulating the activities of communication enterprises
- Analyze the impact generated by communication companies
- Plan and manage human resources in communication organizations
- Develop a business plan

TRANSVERSAL GENERIC SKILLS

- Working in different sociocultural
- Define objectives, strategies and trade policies
- know the objectives, strategies and planning instruments
- · Analyze the economic dimension of communication business
- Understand the principles of communication enterprises and their environment.
- Understand the dynamic and evolving nature of the communication enterprise

5. PURPOSES

In general, we will provide the student a concrete and real vision of the most important aspects of business management in general; apply these aspects to communication businesses in particular, considering them as integral and fundamental social systems.

It offers a vision of the company not as an isolated entity but as an open and continuous exchange within the general environment in which it carries out its activity, an environment characterized by globalization, which causes the company to be in continuous adaptation.

We offer the basic knowledge of business management: planning, organizing, directing and controlling.

It is intended that students learn to manage and run a business and knows the process for creating their own business.

6. TEACHING METHODOLOGY AND TECHNIQUES

METHODOLOGY

<u>Theory:</u> Professor will provide students the theorical material to be read in class. Questions will be answered in class.

<u>Practice:</u> Case study methodology: Case studies will be used to allow technical knowledge application by students, working in groups or individually. Finally, these cases will be discussed in class.

Teamwork: Discussing the practical application of all the course theory. Results will be shown in class.

TEACHING TECHNIQUES



Master class and discus	sion Tutorial session	x Practical lessons
☐ Visits and trips	x Reading test	Others:

7. LIST OF TOPICS

- Part 1: Introduction to strategy management
- Part 2: Strategy Management context
- Part 3: Strategy Management content
- Part 4: Strategy Management process
- Part 5: Strategy Management plan

8. REFERENCES

SPECIFIC

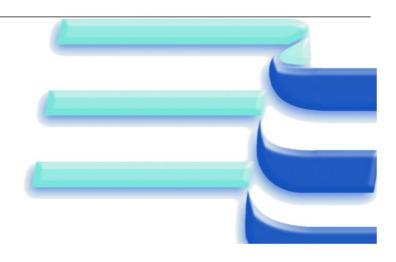
- Strategic Management in Tourism. Editado por Luiz Moutinho
- Strategic Management for hospitality and tourism. Fevzi Okumus, Levent Altinay, Prokosh K. Chathoth
- DECRETO 47/2004, de 10 de febrero, de establecimientos hoteleros.
- Orden 17-03-1965 de ordenación turística de Restaurantes.
- Organización, gestión y creación de empresas turísticas. Jesús Rivas García. Septem Ediciones. Ed 2011

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OTHER SOURCES OF INFORMATION (INTERNET ADRESSES)

- http://www.promonegocios.net/mercadotecnia/empresa-definicion-concepto.html
- http://www.promonegocios.net/empresa/mision-vision-empresa.html
- http://recursos.cepindalo.es/file.php/196/ensenar emprender/telepizza.pdf
- http://es.wikipedia.org/wiki/Empresa#Clasificaci.C3.B3n de las empresas
- http://www.diplomadoenturismo.com/logratis/markerting/Tema%202.-%20La%20empresa%20turistica.pdf
- http://www.personconsulting.es/wp-content/uploads/2009/10/caso_practico_cultura_empresarial_2009.pdf
- http://www.mailxmail.com/curso-relaciones-laborales-organigrama/empresa-cultura-organizacional
- http://revistas.um.es/turismo/article/view/23351/22621

9. ASSESSMENT CRITERIA





The final assessment given to students in the course will be based on aspects such as: attendance, active participation in it, presentation of topics and an exam at the end of semester.

These aspects will be assessed for the following 2 ways (mutually exclusive):

Assessment system A:

- 1. Attendance at least 80% of classes will be assessed 1 point.
- 2. Active participation in class (answer questions and exercises set ,...), be assessed with 1 point.
- 3. Partial testing on the knowledge assimilated in each thematic area will be assessed with a maximum of 5 points.
- 4. The preparation and presentation of a topic in class will be assessed with a maximum of 3 points.

Assessment System B:

Everyone does not have fulfilled the prerequisite of attendance of at least 80% of classes must:

1. Carry out the accomplishment of a final exam will be assessed in proportion to the points previously accumulated by the students (and to be published in advance of it) through attendance and class participation, partial testing, etc.., And a maximum of 10 points.

Shall be exempt from the obligation to take the final exam those students who at the end of class meets have reached the following conditions:

- a) Have earned 1 point for attendance.
- b) Have passed the partial tests conducted during the school year.

In this case, the final score is the arithmetic mean of those obtained by students in these subtests.

10. TEACHING ACTIVITIES

Week 19^a

ECTS	
Lessons (6 * 10)	60
Students' work (6 * 15)	90
TOTAL (6 * 25)	150

	Theoretical sessions		Practical sessions			Activity	,	Exams		
	Lessons	Students' work	Lessons	Students' work	N°	Length	Students' work	Exams	Students' work	Units
Week 1 ^a	3,0	4,0		1,0	1	1,0		1,0	2,0	1
Week 2 ^a	2,0	4,0		1,0	2	1,0		1,0	2,0	1
Week 3 ^a	3,0	4,0		1,0	3	1,0		1,0	2,0	2
Week 4 ^a	2,0	4,0		1,0	4	1,0		1,0	2,0	2
Week 5 ^a	3,0	4,0		1,0	5	1,0		1,0	2,0	2
Week 6 ^a	3,0	4,0		1,0	6	1,0		1,0	2,0	3
Week 7 ^a	0,0	4,0	2,0	1,0	7	1,0				3
Week 8 ^a	3,0	4,0		1,0	8	1,0				3
Week 9 ^a	4,0	4,0		1,0						3
Week 10 ^a	1,0	4,0	2,0	1,0						4
Week 11 ^a	4,0	4,0		1,0						4
Week 12 ^a	4,0	4,0		1,0						4
Week 13 ^a	1,0	4,0	2,0	4,0						5
Week 14 ^a	4,0	4,0		1,0						5
Week 15 ^a	1,0	4,0		1,0				·		5
Week 16 ^a				·						
Week 17 ^a										
Week 18 ^a										

Week 20 ^a									
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	TOTAL
Horas Totales	38	60	8	18	8	00,0	6	12	150

	Activities					
N°	Description					
1	Case 1					
2	Case 2					
3	Case 3					
4	Case 4					
5	Case 5					
6	Case 6					
7						
8						

Organization		
Theoretical and practical lessons (A)+(C)	46	
Activities developed in the class (E)	8	
Exams and test (G)	6	
Attendance	60	
Study (theory and practice) (B)+(D)	78	
Preparation of the activities (F)		
Study for exams (H)	12	
Students' work	90	
TOTAL (STUDENTS' WORK)		