

## DEGREE: **DEGREE IN ADVERTISING AND PUBLIC RELATIONS**

### 1. GENERAL DETAILS OF THE SUBJECT

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Name: **ADVERTISING CREATIVITY**  
Level: Second Term: First Semester

Type: ☐ Basic  
Credits (LRU / ECTS): 6  
Year: 2010

☒ Compulsory  
Theoretical credits: 2

☐ Elective subject  
Practical credits: 4

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### 2. DESCRIPTION

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Advertising Creativity is a subject whose aim is to introduce students in the global concept of creativity, as well as in different techniques for creative thinking, with special focus in its application in communication and advertising. Theoretical and practical topics are abroaded in this course, with the purpose of providing students with basic tools that allow them to give creative and innovative solutions in both academical and professional environments.

### 3. SITUATION

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#### PREVIOUS KNOWLEDGE AND SKILLS:

Students should have basic notions about advertising.

#### RECOMMENDATIONS:

None.

#### ADAPTATION FOR STUDENTS WITH SPECIAL NEEDS (FOREIGN STUDENTS, STUDENTS WITH SOME KIND OF DISABILITY)

None.

### 4. SPECIFIC SKILLS AND COMPETENCES

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#### CONCEPTUAL

- Individual and group work
- Creative thinking
- Theoretical knowledge on the concept of advertising creativity
- Theoretical and practical knowledge on specific creativity techniques

#### PROCEDURAL

- General knowledge on the professional practice of advertising creativity
- Ability to apply the theoretical and practical knowledge on creativity in the professional practice of advertising
- Ability to apply the theoretical and practical knowledge on creativity in other professional environments (problem resolution in general)

## ATTITUDINAL

- Capacity of analysis and synthesis
- Critical thinking and problem resolution
- Ability to give innovative ideas
- Motivation and implication

## 5. OBJECTIVES

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- Understanding the concept of “creativity” in advertising
- Understanding the creative techniques in order to develop new ideas
- Understanding the advertising process to create an advertising campaign
- Being able to apply creativity in any aspect of the marketing process
- Promoting lateral thinking
- Analysing the concept of creativity in advertising and understanding its current importance

## 6. METHODOLOGY AND TEACHING TECHNIQUES

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### METHODOLOGY

The learning methodology will be based on the pedagogical principles of active and collaborative learning. So students will be actors of their own learning process in which the teacher's role will be more dynamic and engaging. However, class sessions will alternate lectures with practical sessions and the exhibition of student's work from case studies, text analysis, information research, presentations, etc.

### TEACHING TECHNIQUES

- |   |  |   |
|---|--|---|
| <input checked="" type="checkbox"/> Master class and discussion | <input type="checkbox"/> Tutorial session        | <input checked="" type="checkbox"/> Practical lessons |
| <input type="checkbox"/> Visits and trips                       | <input checked="" type="checkbox"/> Reading test | <input type="checkbox"/> Others: _____                |

## 7. LIST OF TOPICS

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THEORETICAL TOPICS (modified if necessary, according to the development of the sessions)

UNIT 1. The concept of Creativity. Research directions.

UNIT 2. Creativity in advertising: the professional practice. Creativity in the advertising agency. The organization of the creative department: roles and functions. Relationships with other departments.

UNIT 3. The creative process. The creative strategy: determining the content.

UNIT 4. The creative execution: the development of communication concepts.

UNIT 5. Creativity and media. Creativity in the traditional media. Creativity in the new era of communication.

UNIT 6. Creativity in the current context of the advertising activity. Advertising festivals.

PRACTICAL TOPIC: CREATIVE TECHNIQUES (increased if necessary)

- Brainstorming
- Synectics
- Six thinking hats
- SCAMPER
- (Other)

## 8. REFERENCES

- BAÑOS GONZÁLEZ, M. (2001): Creatividad y publicidad, Madrid, Ediciones del Laberinto.
- BONO, E. (1990): Lateral Thinking, a textbook of creativity, London, Penguin Books.
- BONO, E. (1995): "Serious Creativity", The Journal for Quality and Participation, vol. 18, nº 5, pp. 12-18.
- CHEN, M. (2006): "Understanding the Benefits and Detriments of Conflict on Team Creativity Process", Creativity and Innovation Management, vol. 15, nº 1, pp. 105-116.
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- DEL RÍO, J. (2007): Gestión del departamento creativo, Pamplona, Eunsu.
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- JOANNIS, H. (1969): Del estudio de la motivación a la creación publicitaria, Madrid, Paraninfo.
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- NAVARRO GUTIÉRREZ, C. (2006): La creatividad publicitaria eficaz, cómo aprovechar las ideas creativas en el mundo empresarial, ESIC, Madrid.
- OBRADORS BARBA, M. (2007): Creatividad y generación de ideas. Estudio de la práctica creativa en cine y publicidad, Aldea Global, Barcelona.
- OGILVY, D. (2004): Confessions of an Advertising Man, London, Southbank Publishing.
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### OTHER SOURCES OF INFORMATION (Internet addresses)

- <http://adage.com/century/index.html>
- <http://cvc.cervantes.es/actcult/muvap>
- <http://www.lahistoriadelapublicidad.com/>
- <http://adsoftheworld.com/>
- <http://www.adlatina.com/>
- <http://www.anuncios.com/>

- <http://www.controlpublicidad.com/>
- <http://www.ipmark.com/>
- <http://www.markarina.com/>
- <http://www.marketingdirecto.com/>
- <http://www.periodicopublicidad.com/>
- <http://www.publitv.com/>
- <http://www.puromarketing.com/publicidad>
- <http://www.tvspotblog.com/>

## 9. ASSESSMENT CRITERIA

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The evaluation system will be continuous, so to speak, learning will be assessed during the teaching/learning process and not only at the end of the term. We understand the evaluation process as an opportunity to expand the student's learning, so it will be structured in such a way that the students will take "learning" advantage out of the evaluation. Final evaluation will consider:

- The results of observational conduct in class, such as: regular active attendance, positive attitude with classmates, teacher and general materials.
- Class attendance, at least 80% of total hours.
- Accomplishment of practical exercises that will be determined throughout the program.
- A final advertising campaign.

For those students who are not able to attend classes regularly the evaluation criteria will include an exercise with two parts: a practice and a theoretical one.

## 10. TEACHING ACTIVITIES

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

	Theoretical sessions		Practical sessions		Activity			Exams		Units
	Lessons	Students' work	Lessons	Students' work	Nº	Length	Students' work	Exams	Students' work	
Week 1 <sup>a</sup>	2	2	1	1						1
Week 2 <sup>a</sup>	2	2	1	1						1
Week 3 <sup>a</sup>	2	2	1	1						1
Week 4 <sup>a</sup>	2	2	1	2						2
Week 5 <sup>a</sup>	2	2	1	2		1	8			2
Week 6 <sup>a</sup>	2	2	1	2						2
Week 7 <sup>a</sup>	2	2	1	2						2
Week 8 <sup>a</sup>	2	2	1	2						3
Week 9 <sup>a</sup>	2	2	2	2		1	6			3
Week 10 <sup>a</sup>	2	2	2	2						3
Week 11 <sup>a</sup>	2	2	2	2						3
Week 12 <sup>a</sup>	2	2	2	2		2	6			4
Week 13 <sup>a</sup>	2	2	2	2						4
Week 14 <sup>a</sup>	2	2	2	2		2	6			4
Week 15 <sup>a</sup>	2	2	2	2		2	7			5
Week 16 <sup>a</sup>										
Week 17 <sup>a</sup>										
Week 18 <sup>a</sup>										
Week 19 <sup>a</sup>										
Week 20 <sup>a</sup>										
	(A)	(B)	(C)	(D)		(E)	(F)	(G)	(H)	<b>TOTAL</b>
<b>Total</b>	<b>30</b>	<b>30</b>	<b>22</b>	<b>27</b>		<b>8,0</b>	<b>33</b>			<b>150</b>

Organization	
Theoretical and practical lessons (A)+(C)	52
Activities developed in class (E)	8
Exams and tests (G)	0
<b>Attendance</b>	<b>60</b>
Study (theory and practice) (B)+(D)	57
Preparation of the activities (F)	33
Study for exams (H)	0
<b>Students' work</b>	<b>90</b>
<b>TOTAL (STUDENTS' WORK)</b>	<b>150</b>

