

Centre: Barcelona

Course: **Global Advertising and Public Relations Management**

Programme: Business, Design and Innovation

Semester: 2 (Spring)

ECTS credits: 6 ECTS

Duration: 45 hours (3 hours / week -onsite)

Language of instruction: English

Instructor: Natxo Armenter

Course description:

Nowadays, brands must consider the global context and the need to adapt their messages and media markets to specific cultural and social contexts, transcending geographical boundaries. During this course, we will work with the most important management tools and strategies used in the fields of advertising and PR, considering the global context, the brand and its publics.

Prerequisites

None

Attendance policy

Attendance is mandatory for all classes, including fieldwork. Any exams, tests, presentations or other work missed due to student absences can only be rescheduled in cases of certified medical or family emergencies. If a student misses more than three classes in any course, half a letter grade will be deducted from the final grade for each additional absence. Seven absences during any course will result in a Fail grade.

Objectives:

- to understand the principles of global communication.
- to acquire the necessary tools to develop a global communication plan.
- to understand the context of international communication.

Learning outcomes:

By the end of the course, students will be able to:

- Analyze, plan and evaluate local, national and international advertising campaigns.
- Solve professional problems and situations with entrepreneurial and innovative attitudes.
- Design interventions that meet the needs of the field in a multidisciplinary way.
- Use the oral language (verbal and non-verbal) appropriately in personal and professional interaction in English.
- Communicate knowledge, methodologies, ideas, problems and solutions to all types of audiences (specialized or not) in a clear and precise way.
- Identify your own training needs and organize your own learning with a high degree of autonomy in all kinds of contexts (structured or not).

Methodology:

Experiential learning will be mostly used during the course. Some theoretical background will be provided to learn and understand concepts. Lectures with appropriate visual support will provide the theoretical content sessions, where theoretical aspects will be discussed emphasizing the various aspects of advertising and PR campaign management. Practical sessions with real cases will be presented and solved. Students will work in small groups to develop the various stages of the projects. Class discussions will facilitate the students' ability to connect reading and lectures, analyzing or applying concepts. Students are expected to actively participate in class activities (discussions and debates, roleplaying, etc.).

Some active professionals will also be invited in class so that students may learn from them and be able to discuss topics and ask questions.

Contents:

1. International Communication: concepts & trends
2. The global communication plan
 - 2.1. Research: How to analyze the Situation and organization. How to identify, categorize, select & analyze the publics
 - 2.2. Strategy: Establishing goals and objectives. Typologies of international communication strategies. Selection of insights.
 - 2.3. Tactic: Tactics. Timing. Budget
 - 2.4. Evaluation
3. Global branding
4. International marketing communication
5. Innovation in marketing and advertising

Required work and assessment methods

- Subject Project- Based on a brief: 60% of the final mark
- Portfolio - includes 3 projects: awareness campaign, global branding project & innovation project: 15% of the final mark
- Individual Midterm Exam: 15%
- Participation: 10%

Bibliography

- Alaimo, K. (2020). *Pitch, Tweet, or Engage on the Street: How to Practice Global Public Relations and Strategic Communication* (2nd ed.). Routledge.
<https://doi.org/10.4324/9780429198762>
- Botan, C.H., & Hazleton, V. (Eds.). (2006). *Public Relations Theory II* (1st ed.). Routledge.
<https://doi.org/10.4324/9780203873397>
- Kim, Carolyn Mae. *Public Relations: Competencies and Practice*. First edition. United Kingdom: Routledge, 2019. Web.
- Theaker, A. (Ed.). (2020). *The Public Relations Handbook* (6th ed.). Routledge.
<https://doi.org/10.4324/9780429298578>
- Zappala, Joseph M.. *Public Relations Writing Worktext : A Practical Guide for the Profession*, Taylor & Francis Group, 2009. *ProQuest Ebook Central*,
<https://ebookcentral.proquest.com/lib/uab/detail.action?docID=449449>.
- De Mooij, Marieke (2014). *Global Marketing and Advertising*. EEUU: Sage Publications.

Additional bibliography and Internet links will be provided in class by lecturers.