

Course unit title: ADVERTISING

Course unit code: 2-2-22

Type of course unit: compulsory

Level of course unit: first cycle

Year of study: 2st

Semester: 2st

Number of ECTS credits allocated: 3 ECTS

Name of lecturer: António Cardoso

Objectives

The Advertising I discipline aims at making students aware of the importance of Advertising as the queen communication technique. There is an introductory approach, which will be given more thoroughly in the Advertising and Communication disciplines during the following years.

Learning outcomes of the course unit

Learn the historical evolution of advertising

Explain the basic advertising concepts

Become deeply familiar with the main operators who act on the advertising market

Understand how creative conception strategies are developed

Become familiar with the basic evaluation rules of advertising campaigns

Understand the main future trends of the advertising market

Mode of delivery: face-to-face

Prerequisites and co-requisites: none

Recommended optional programme components: none

Course contents

I - Advertisement introduction

II - The advertisers

III - Communication strategies

IV - Advertising targets

V - Agencies and professions of communication and advertisement

VI - The advertisement creation

VII - The advertisement languages

VIII - Advertisement evaluation criteria

IX - The media in Portugal

X - The support choice and respective evaluation

XI - Juridical aspects in advertisement

XII - Brands and corporate identity

e student have a grade inferior to 8 (7.5) in the Assessment, he will immediately be given an EXAM.

Recommended Reading

- LENDREVIE, Jacques e outros, Publicitor, Publicações D. Quixote (2003)
- LENDREVIE, Jacques e outros, Mercator, Publicações D. Quixote (2002)
- OGILVY, David, On Advertising, 1ª edição, London Pan Books, 1983
- SÉGUELA, Jacques, Cést gai, la pub!, 1ª edição, Hoebeke, 1990
- HENNETH, Roman, Como fazer publicidade, editorial presença, 1991

Planned learning activities and teaching methods: Theoretical-practical lessons

Assessment methods and criteria

- There is no register for presences in classroom;
- Each discipline will have the following assessment:
 - 1 Test in the classroom (20% weighted)
 - 1 or more group or individual work (30% weighted)
 - Participation /attendance (**10%** weighted)
 - 1 Assessment at end of Semester to be fixed in Calendar (**40%** weighted)

Should the student have a grade inferior to 8 (7.5) in the Assessment, he will immediately be given an EXAM.

- **Language of instruction: portuguese**