

Course Unit	Advertising and Public Relations	Field of study	Marketing and Advertising
Bachelor in	Marketing	School	School of Public Management, Communication and Tourism
Academic Year	2023/2024	Year of study	2
Type	Semestral	Semester	2
Workload (hours)	162	Contact hours	T - , TP 60 , PL - , TC - , S - , E - , OT - , O -
Level	1-2	ECTS credits	6.0
Code	9205-714-2202-00-23		

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Ana Sofia Montenegro Goncalves Coelho

### Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Understand the concepts related to advertising in the context of the company's communication and marketing policy.
2. Create and develop advertising campaigns based on the creative process.
3. Identify and select advertising media for a campaign.
4. Evaluate the effectiveness of an advertising campaign.
5. Understand the concepts related to public relations in the context of the company's communication and marketing policy.
6. Identify and contextualize the institutional support activities to public relations.
7. Create oral and written support tools to public relations.
8. Develop a public relations plan.

### Prerequisites

Before the course unit the learner is expected to be able to:  
Not applicable.

### Course contents

Part I - Advertising: 1. The definitions and the field of advertising; 2. From the creative process to the production campaign; 3. The advertising media and the media planning; 4. Evaluation of the advertising campaign. Part II - Public Relations: 5. The settings and the field of public relations; 6. Public relations as a communication tool; 7. Response planning in public relations.

### Course contents (extended version)

1. The definitions and the field of advertising
  - Historical development of advertising
  - The field of advertising
  - The actors of advertising
2. From the creative process to the production campaign
  - The creative function of advertising
  - The creative process
  - The production of campaigns
3. The advertising media and the media planning
  - The advertising media
  - The selection of the advertising media
  - The selection of the advertising support
  - Audience study
4. Evaluation of the advertising campaign
5. The settings and the field of public relations
  - Historical development of public relations
  - The field of public relations
  - Public Relations audience
6. Public relations as a communication tool
  - Institutional activities: fairs, sponsorship, patronage
  - The organization and management of events
  - Public relations and buzz marketing
  - Relations with the press
  - The communication support tools
  - Performance models in public relations
7. Planning in public relations
  - The public relations plan
  - Public relations in crisis time
  - Professional ethics and deontology in public relations

### Recommended reading

1. Seitel, F. (2017). The practice of Public Relations (13th ed. ). Published by Pearson. ISBN 978-0-13-417011-4
2. Lendrevie, J. , Baynast, A. , Dionísio, P. & Rodrigues, J. (2010). Publicitor – Comunicação 360º online offline (7ª Edição). Publicações D. Quixote. ISBN: 978-972-20-4329-8.
3. Moriarty, S. , Mitchell, N. & Wells, W. (2012). Advertising & IMC – Principles & Practice. Prentice Hall. ISBN: 978-0-13-216364-4.
4. Rasquilha, L. (2011). Publicidade (2.ª ed. ) Gestáoplus Edições. ISBN: 978-989-811-533-1.
5. Smith, R. (2012). Strategic Planning for Public Relations (4th ed. ). Published by Routledge. ISBN: 978-0-415-50676-2.

### Teaching and learning methods

The teaching methodology used involves theoretical and practical classes where concepts are presented and discussed, with an analysis and discussion of concrete situations, case studies, allowing not only the exchange of experience but also the practice of a decision making within a group consolidating the learning outcomes.

### Assessment methods

1. Continuous evaluation - (Regular, Student Worker) (Final)
  - Practical Work - 35% (Group work: Create and develop an advertising campaign based on the creative process;)
  - Practical Work - 20% (Group work (Public Relations interview or Public Relations Plan in times of Crise).)

**Assessment methods**

- Intermediate Written Test - 35% (Written examination covering all chapters of the course unit. (Minimum value of 7))
- Practical Work - 10% (other work done in the classroom.)
- 2. Final written exam - (Regular, Student Worker) (Final, Supplementary, Special)
  - Final Written Exam - 100% (Written examination covering all chapters of the course unit.)
- 3. Incoming students - (Regular) (Final, Supplementary)
  - Final Written Exam - 100% (Continuous evaluation can be the alternative chosen by incoming students.)

**Language of instruction**

Portuguese, with additional English support for foreign students.

**Electronic validation**

Ana Sofia Montenegro Goncalves Coelho	Luisa Margarida Barata Lopes	Catarina Alexandra Alves Fernandes	Sonia Paula da Silva Nogueira
26-03-2024	06-04-2024	08-04-2024	08-04-2024