



SUBJECT SYLLABUS

ACADEMIC OVERVIEW

INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

SUBJECT NAME AND CODE: Advertising (ADVE)

PROGRAM:

**Business Administration, Service Institutions Administration,
International Business Administration, Marketing &
International Logistics Administration, Gastronomy**

Level of Study

Undergraduate Program

GENERAL ACADEMIC INFORMATION	
LATEST UPDATE	2014-1
VALID FOR	Valid
ACADEMIC AREA	Marketing
CYCLE	N/A
SEMESTER	
SUBJECT TYPE	Elective
CREDIT POINTS	2
CLASSROOM HOURS PER WEEK	2
PRE-REQUISITES	None
LANGUAGE	English
TEACHER'S NAME	VERONICA HERNANDEZ AMAYA
COURSE DETAILS	
COMPETENCES DEVELOPED	<ol style="list-style-type: none">1. The student will have a general view of the advertising communication world from her/his field of interest, to warranty professional ethic decisions with high responsibility as a marketing manager, specially at the moment of the different approvals an advertising agency must obtain from the business contracting.2. The student will be able to know what an advertising campaign is and how to evaluate it as well as to nourish and manage the creative talent into the advertising language and context. Also, the student will develop skills to analyze an advertising job from a marketing point of view.
COURSE CONTENTS	<ol style="list-style-type: none">1. Advertising Glosary.2. Ethic in Advertising.3. Logotype.4. Advertising Agencies Structure.5. Advertising Industry Worldwide.6. Brief and Creative Strategy7. Creative Strategy application8. Advertising campaings/ creative elements (copywriting, stories, radio scripts, etc).9. Advertising campaings samples mass media10. Creative Concept11. Music in Advertising
METHODOLOGY	Lecture and Case Method
ASSESSMENT	•
LINKS:	
WEEKLY PLAN	Provided by request

DETAILED CONTENT

Provided by request