UNIVERSIDADE DA CORUÑA

Teaching Guide				
Identifying Data				**2020/21**
Subject (*)	Promotional Strategies in Fashion II: Advertising and Public Relations		**Code**	710G03027
Study programme	Grao en Xestión Industrial da Moda			
Descriptors				
Cycle	**Period**	**Year**	**Type**	**Credits**
Graduate	2nd four-month period	Third	Obligatory	6
Language	English			
Teaching method	Face-to-face			
Prerequisites				
Department	Empresa			
Coordinador	Crespo Pereira, Verónica	**E-mail**	veronica.crespo@udc.es	
Lecturers	Crespo Pereira, Verónica	**E-mail**	veronica.crespo@udc.es	
Web				
General description	The subject studies advertising and PR from the conceptual, strategic and tactical point of view in order to elaborate and manage PR campaigns and crisis communication plans.			
Contingency plan	1. Modifications to the contents; no changes will be made 2. Methodologies *Teaching methodologies that are maintained -Keynote speeches (will be held online via Teams) - Interactive sessions to develop and present the tasks requiered ((will be held online via Teams) - Multiple-choice test exam (will be held online via Moodle) *Teaching methodologies that are modified: no changes are made. 3. Mechanisms for personalized attention to students - Moodle will be used to consult course materials- Tutorials: request personalized attention and follow-up case studies for individual and small group tutoring will be provided via Teams 4. Modifications in the evaluation: no changes will be made *Evaluation observations: Those already included in the teaching guide will be maintained. Requirements to pass the course: Those already included in the teaching guide will be maintained 5. Modifications to the bibliography or webgraphy: no changes will be made.			

Study programme competences	
Code	**Study programme competences**
A3	To develop competencies for interpersonal relations and interaction with external and internal stakeholders (customers, suppliers, media, partners?)
A8	To be able to design and implement efficient marketing strategies from knowledge of the social environment, with a focus on communication and distribution: messages, media, channels, customer relationships, etc?
B1	That students demonstrate that they acquired and understood knowledge in a study area that originates from general secondary education and that can be found at a level that, though usually supported by advanced textbooks, also includes aspects implying knowledge from the avantgarde of its field of study
B2	That students know how to apply their knowledge to their job or vocation in a professional form, and have the competencies that are usually demonstrated through elaboration and advocacy of arguments and problem resolution within their field of study
B3	That students have the capacity to collect and interpret relevant data (normally within their field of study) in order to issue judgements that include a reflection upon relevant topics in the social, scientific or ethical realm
B4	That students may convey information, ideas, problems and solution to the public, both specialized and not
B5	That students develop those learning skills that are needed to undertake ulterior studies with a high degree of autonomy
B6	Capacity for cooperation, team-work and collaborative learning in interdisciplinary settings
B7	Capacity to analyse trends (critical thinking)
B8	Capacity to plan, organize and manage resources and operations
B9	Capacity to analyse, diagnose and take decisions
C1	Adequate oral and written expression in the official languages.
C3	Using ICT in working contexts and lifelong learning.
C4	Acting as a respectful citizen according to democratic cultures and human rights and with a gender perspective.
C5	Understanding the importance of entrepreneurial culture and the useful means for enterprising people.

C7	Developing the ability to work in interdisciplinary or transdisciplinary teams in order to offer proposals that can contribute to a sustainable environmental, economic, political and social development.
C8	Valuing the importance of research, innovation and technological development for the socioeconomic and cultural progress of society.
C9	Ability to manage times and resources: developing plans, prioritizing activities, identifying critical points, establishing goals and accomplishing them.

Learning outcomes			
Learning outcomes	**Study programme competences**		
Defining public relations and identifying its characteristics and implicationsin the development of communication iniciatives in the fashion industry	A3 A8	B1 B2 B4	C1 C3
Identifying and describing the functions and tools of public relations, as well as the different strategic and operational phases of a PR campaign	A3	B3 B7 B9	C7 C8
Identiying and analyzing the subjects that intervene in the activity of PR, recognizing the professional roles of the discipline and its particularities.	A3	B6	C4 C5 C7
Designing PR campaings and crisis communication plans for fashion industry	A8	B2 B3 B4 B5 B6 B7 B8 B9	C3 C9

Contents	
Topic	**Sub-topic**
Part I. The advertising in the fashion industry	1.1. Definition of advertising
	1.3. Advertising characteristics in fashion industry
	1.4. Short history of advertising in fashion industry
	1.4. Advertising agency and the fashion companies: services and workflow
	1.8. Digital campaigns in fashion industry
	1.9. The ethics in advertising
Part II. Public relations in fashion industry	2.1. Concept and characteristics of public relations
	2.2. Characteristics of PR in fashion industry
	2.3. Functions of PR in fashion industry
	2.4 Short history of PR in fashion industry
	2.5. Strategic and operational plannification in fashion industry
	2.6. Publics, public opinion, media: stakeholders, publics and target.
	2.7. Media and PR
	2.8. Management, organization and logistics of events
	2.9. Fashion events
	2.10.Protocol in fashion industry
	2.11.Crisis communication
	2.12 Crisis communication plan
Part III. Trends in fashion communication	3.1. Carreers in marketing communication in fashion industry

Planning

Methodologies / tests	Competencies	Ordinary class hours	Student?s personal work hours	Total hours
Oral presentation	A5 B6 C2 C5 C8	3	14	17
Workshop	B1 B2 B3 B4 B5 B8 B9 C1 C3 C7 C9	21	19	40
Multiple-choice questions	A1 A8 B1	1	20	21
Guest lecture / keynote speech	A1 A3 A8 B7 C4	21	47	68
Personalized attention		4	0	4
(*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.				

Methodologies	
Methodologies	Description
Oral presentation	Students will carry out final work in groups. They must hand in a written work as well as an oral presentation at the end of the course. The oral defense of this task will be done the last week of the course and it will be evaluated.
Workshop	Students will receive instructions from the teacher to guide the practical work. They should prepare a final work in groups that will be developed both in the classroom (interactive session) and outside the classroom (autonomous work) and whose evidence will be the presentation of a written work and its oral defense at the end of the course.
Multiple-choice questions	Multiple choice multiple choice test in which only one option is correct. Incorrect answers will not penalize
Guest lecture / keynote speech	Presentation of the different topics of the subject with the help of slides and audiovisual support

Personalized attention	
Methodologies	Description
Workshop	If there is any doubt regarding the material explained in class, hours of tutoring are available for this purpose. For students with recognition of part-time dedication and academic exemption can benefit from a specific tutoring schedule that will be agreed with the teacher and compatible with their dedication of the student.

Assessment			
Methodologies	Competencies	Description	Qualification
Oral presentation	A5 B6 C2 C5 C8	All the members of the group must present the final task orally. In the oral part, students must adequately defend the key points of the task and demonstrate knowledge in the topic, thus properly answer the questions posed by the teacher, if any. The maximum grade will weigh 10% of the final grade. All team members will get the same grade.	10
Multiple-choice questions	A1 A8 B1	Multiple choice test. Knowledge of the subjetc will be evaluated	50

Workshop	B1 B2 B3 B4 B5 B8 B9 C1 C3 C7 C9	Students must present a final work that will be made in groups. This work will take place both in interactive sessions and outside of the class (autonomous work). The written work will be presented at the end of the course. It must respect the evaluation criteria socialized in class. The written work represents 40% of the final grade. All group members will get the same marks. In order to pass the practical assignment, students must get at least 2.5 points out of 5 as a result of the sum of the written work (40%) and its oral presentation (10%).	40

Assessment comments
To pass this subject, students must pass either the final exam and the final assigment with a minimun of 2,5 out of 5 for each of the part mentioned. A minimum of 5 point will be requiered for the students to pass the subjetc. Students with "dispensa académica de exención de asistencia" must do the oral presentation (10%), the written work (40%) and the exam (50%). To pass the subject, a minimum of 2,5 points out of 5 must be achieved in the final exam, as well as in the practical part (oral presentation and written work) a minimum of 2,5 points out of 5. The minimum to pass the subject is 5 points. The introduction of any technological device in the classroom is banned in the exam.

Sources of information	
Basic	Aaker, D. (1991). ?Managing Brand Equity: Capitalizing on the Value of a Brand Name?, Free Press, New York.Chevalier, M. and Mazzavolo, G. (2008): ?Luxury Brand Management: A World od Privilege?, Jhon Willey and Sons, Singapore.Garre, O. (2018). ?Marketing y comunicación de moda, lujo y lifestyle?. CEU, Madrid.Graham, B. (2018). Promocionar la moda: comunicación, marketing y publicidad?. Promopress, Madrid. Lea-Greenwood, G. (2013): ?Fashion Marketing Communications?, Wiley, 1st Ed.Martínez-Navarro, G. (2017). ?Marketing y comunicación de moda?. Esic, Madrid. Mitterfellner, O. (2019): ?Fashion Marketing and Communication: Theory and Practice Across the Fashion Industry?, Routledge, 1st Ed.Posner, H. (2016). ?Marketing de moda?. Gustavo Gill, BarcelonaTungate, M. (2008): ?Fashion Brands?, Kogan Page, London, 3rd Ed.
Complementary	

Recommendations
Subjects that it is recommended to have taken before
Promotional Strategies in Fashion I: Communication/710G03021
Fashion Marketing and Market Research/710G03012
Subjects that are recommended to be taken simultaneously
Subjects that continue the syllabus
Promotional Strategies in Fashion I: Communication/710G03021
Other comments

(*)The teaching guide is the document in which the URV publishes the information about all its courses. It is a public document and cannot be modified. Only in exceptional cases can it be revised by the competent agent or duly revised so that it is in line with current legislation.