



Teaching Guide				
Identifying Data				2022/23
<b>Subject (*)</b>	Promotional Strategies in Fashion II: Advertising and Public Relations	<b>Code</b>	710G03027	
<b>Study programme</b>	Grao en Xestión Industrial da Moda			
Descriptors				
<b>Cycle</b>	<b>Period</b>	<b>Year</b>	<b>Type</b>	<b>Credits</b>
Graduate	2nd four-month period	Third	Obligatory	6
<b>Language</b>	English			
<b>Teaching method</b>	Face-to-face			
<b>Prerequisites</b>				
<b>Department</b>	Empresa			
<b>Coordinador</b>	Crespo Pereira, Verónica	<b>E-mail</b>	veronica.crespo@udc.es	
<b>Lecturers</b>	Crespo Pereira, Verónica	<b>E-mail</b>	veronica.crespo@udc.es	
<b>Web</b>	humanidades.udc.es/estudos/gim			
<b>General description</b>	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.			

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 implications in the development of communication initiatives 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
Identifying 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 campaigns 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	2.1. Definition of advertising 2.2. Advertising characteristics in fashion industry 2.3. Short history of advertising 2.4. Advertising agency: services and workflow 2.5. Digital campaigns in fashion industry (Social media)
Part II. Public relations in fashion industry	2.1. Concept of public relations 2.2. Functions and practices of PR in fashion industry 2.3. Short history of PR 2.4. Strategic and operational planning in fashion industry 2.5. The research in PR 2.6. Publics and stakeholders 2.7. The management of publics 2.8. Crisis communication 2.9. Crisis communication plan 2.10. Media relations 2.11. Management, organization and logistics of events 2.12. Protocol 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
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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 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 evaluation of the content will be the same for all members but the oral part will be assessed individually. Also, attendance and participation will be assessed up to a maximum of 0,5 points.  The maximum grade will weigh 10% of the final grade.	10
Multiple-choice questions	A1 A8 B1	Individual multiple choice test with only one correct answer. Incorrect answers will penalize.  All materials and content taught and discussed in the classroom, either online or in offline, may be part of the exam questions. The exam, of an individual nature, must be prepared by using all the materials available on the virtual platform, that is, not only make use of the documents shared in class, but also the readings, audiovisual materials and notes the student take in the classroom.  To pass the exam it must be obtained a grade equal or superior to 2,5 points out of 5.	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 project 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

### First opportunity

To pass this subject, students must pass either the final exam and the final assignment with a minimum of 2,5 out of 5 for each of the part mentioned. A minimum of 5 point will be required for the students to pass the subject. In case of failing one of the two parts, the failed grade (scored by using a scale of 0-10 points) will be set in the "actas".

### Second opportunity

The first opportunity evaluation criteria will apply to both the first and the second opportunity. It also includes Erasmus and other exchange students.

### Anticipated call

Assessment conditions for the anticipated opportunity (Art. 19 of the "Normas de Avaliación, Revisión e Reclamacións das Cualificacións dos Estudos de Grao e Mestrado Universitario") will be specific for that opportunity. It will be assessed through a multiple-choice questions type of exam that will be worth 100% of the final grade.

### Grade of ?no presentado?

It corresponds to students who only participate in assessment activities that are worth under 20% of the final grade, regardless of their grade.

### Students who

are acknowledged with part time registration "dispensa académica de exención de asistencia?

### 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.

### Other comments

The introduction of any technological device in the classroom is forbidden when evaluations take place. Fraud or cheating in any of the exams or assignments will get a grade of 0.

## Sources of information

<b>Basic</b>	<p>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, Barcelona. Tungate, M. (2008): ?Fashion Brands?, Kogan Page, London, 3rd Ed.</p>
<b>Complementary</b>	



## 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.