



Teaching Guide

| Teaching Guide | | | | |
|---------------------|--|--------|------------------------|-----------|
| Identifying Data | | | | 2023/24 |
| 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 | humanidades.udc.es/estudos/gim | | | |
| 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. | | | |

Study programme competences / results

| Code | Study programme competences / results |
|------|--|
| 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 / results | | |
|--|---------------------------------------|--|----------------|
| Identify the differences between public relations and advertising and their characteristics and implications in the development of communication for a fashion company | A3 A8 | B1 B2 B4 | C1 C3 |
| Identifying and analyzing the subjects that intervene in the activity of PR and advertising, recognizing the professional roles of the discipline and its particularities. | A3 | B6 | C4 C5 C7 |
| Create press releases and organize press conferences | A3 | B3 B7 B9 | C7 C8 |
| Design and implement a digital project (social media and website) | A8 | B2 B3 B4 B5 B6 B7 B8 B9 | C3 C9 |

| Contents | |
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| Topic | Sub-topic |
| Part I. Public relations in fashion industry | 1.1. Concept of public relations 1.2. Functions and practices of PR in fashion industry 1.3. Short history of PR 1.4. Strategic and operational planning in fashion industry 1.5. The research in PR 1.6. Stakeholders 1.7. The management of publics 1.8. Crisis communication 1.9. Crisis communication plan 1.10. Media relations 1.11. Management, organization and logistics of events 1.12. Business etiquette in fashion industry |
| Part II. 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. Advertising digital campaigns in fashion industry |

| Planning | | | | |
|--------------------------------|-------------------------------|--------------------------------------|-------------------------------|-------------|
| Methodologies / tests | Competencies / Results | Teaching hours (in-person & virtual) | Student's personal work hours | Total hours |
| Oral presentation | B6 C5 C8 | 2 | 4 | 6 |
| Supervised projects | B2 B3 B4 B5 B8 B9 C1 C3 C9 | 19 | 76 | 95 |
| Multiple-choice questions | A8 B1 | 1 | 8 | 9 |
| Aprendizaxe servizo | A3 B3 C3 C7 | 5 | 10 | 15 |
| Guest lecture / keynote speech | A3 A8 B7 C4 | 21 | 0 | 21 |



| | | | | |
|---|--|---|---|---|
| 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. |
| Supervised projects | 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 |
| Aprendizaxe servizo | The students, voluntarily, will be able to carry out a "APS" through the creation of a digital project with a social character. The students will receive instructions from the teacher to guide the practical work. They must develop a final project in groups, which will be carried out both in the classroom (interactive session) and outside of it (independent work), and its evidence will be the written presentation of it at the end of the course. The APS and the "supervised projects" are mutually exclusive, so the students will choose between one or the other activity. |
| Guest lecture / keynote speech | Presentation of the different topics of the subject with the help of slides and audiovisual support |

| Personalized attention | |
|------------------------|---|
| Methodologies | Description |
| Supervised projects | 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 / Results | Description | Qualification |
| Oral presentation | B6 C5 C8 | The students will orally present the digital project at the end of the course. It will be evaluated up to 0.5 points. Another 0.5 points will come from the participation in monthly presentations and other activities carried out in class (press releases, etc.). | 10 |
| Multiple-choice questions | A8 B1 | Individual multiple-choice test with a single correct answer. Incorrect answers will be penalized. The exam, being an individual assessment, should be prepared using all the available materials on the virtual platform, which means not only relying on the slides but also utilizing the readings, audiovisual materials, and notes taken in class. It is necessary for the students to pass the exam, meaning they need to obtain a grade equal to or higher than 2.5 out of a maximum of 5 points. | 50 |



| | | | |
|---------------------|-------------------------------|---|----|
| Supervised projects | B2 B3 B4 B5 B8 B9 C1 C3 C9 | <p>In groups, students must design and execute a social media and website project. Students must work on it throughout the course. During this period, students will present a monthly report of results. The students' ability to monitor the obtained results and to identify and implement strategies to improve their outcomes will be evaluated. The total points for this project are 3. The students will also organize a press conference, which will be evaluated for a total of 1 point.</p> | 40 |
| Aprendizaxe servizo | A3 B3 C3 C7 | <p>Students who voluntarily decide to do APS will work on a social media and website project. Through APS, students will carry out a social content project that addresses the 2030 Agenda for Sustainable Development.</p> <p>The students will be required to work on the project throughout the course. During this time, students will submit a monthly report on the results. The students' ability to monitor the obtained results, as well as identify and implement strategies to improve their outcomes, will be evaluated.</p> <p>As mentioned in the methodology section, the "APS" activity and the "supervised project" are mutually exclusive, so students will choose between one or the other activity. Thus, the total points earned for this APS project are 3. The students will also organize a press conference, which will be assessed with a total of 1 point.</p> | 0 |

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

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| 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 |
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| Promotional Strategies in Fashion I: Communication/710G03021 |
| Fashion Marketing and Market Research/710G03012 |
| Subjects that are recommended to be taken simultaneously |
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| Subjects that continue the syllabus |
| Promotional Strategies in Fashion I: Communication/710G03021 |
| Other comments |
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(*)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.