



Teaching Guide

Teaching Guide				
Identifying Data				2024/25
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	
Topic	Sub-topic
Lesson 1: Introduction to the Practice of Public Relations and Advertising in Fashion	1.1. Concept of PR and advertising. 1.2. History of PR and the four models of PR. 1.3. Functions of PR. 1.4. Stakeholder and public opinion management 1.5. The communication department and professional roles. 1.6. Public relations and advertising agencies
Lesson 2: Strategic and Operational Planning of Online Public Relations and Advertising	2.1. The digital marketing and social media plan. 2.2. Owned media. 2.3. Earned media. 2.4. Advertising: Paid media. 2.5. Monitoring
Lesson 3: Event Organization and Protocol	3.1. Corporate events as a marketing tool. 3.2. Types of events in the fashion industry. 3.3. The fashion show. 3.4. The International Fashion Week. 3.5. Production and communication of a fashion event. 3.6. Professional figures in event production. 3.7. Business protocol.
Lesson 4: Media Relations	4.1. The media in the fashion industry. 4.2. Media relations. 4.3. Press materials.

Planning				
Methodologies / tests	Competencies / Results	Teaching hours (in-person & virtual)	Student's personal work hours	Total hours
Oral presentation	B6 C8 C5	6	12	18



Supervised projects	B2 B3 B4 B5 B8 B9 C1 C3 C9	15	37.5	52.5
Multiple-choice questions	A8 B1	1	0	1
Aprendizaxe servizo	A3 B3 C3 C7	0	3	3
Guest lecture / keynote speech	A8 A3 B7 C4	21	52.5	73.5
Personalized attention		2	0	2

(*)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 deliver several evaluated oral presentations throughout the course.
Supervised projects	In the supervised projects, students will receive instructions from the teacher to guide the practical work. They must prepare, in groups, various projects that will be developed both in the classroom (interactive session) and outside of it (autonomous work). The evidence of their work will be the written presentation throughout various submissions during the course.
Multiple-choice questions	Multiple choice multiple choice test in which only one option is correct. Incorrect answers will penalize
Aprendizaxe servizo	Students, on a voluntary basis, will be able to carry out an "APS" methodology by creating a supervised project from a social perspective. There is no difference between the submissions and evaluation criteria between the project requested under the "supervised project" methodology and the APS. The APS and the "supervised project" activity are exclusive, so students must choose between carrying out 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 C8 C5	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.	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	In groups, students must design and execute a digital 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 an event, which will be evaluated for a total of 1 point.	40
Aprendizaxe servizo	A3 B3 C3 C7	<p>Students who voluntarily decide to do APS will work on a digital 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 an event, which will be assessed with a total of 1 point.</p>	0

Assessment comments



REGULATIONS

All aspects related to "academic exemption," "study dedication," "academic continuity," and "academic fraud" will be governed according to the current academic regulations of UDC.

TYPES OF GRADES

a) **GRADE OF NOT PRESENTED** This applies to students who only participate in assessment activities that have a weighting of less than 20% of the final grade, regardless of the grade achieved.

b) **STUDENTS WITH RECOGNITION OF PART-TIME DEDICATION AND ACADEMIC EXEMPTION (ATTENDANCE EXCEPTION)**

Students with academic exemption will be asked to do an oral presentation (10% of the score), and present a digital project (40% of the score), and an exam (50% of the score). The project must be done autonomously. Students with "dispensa" may defend their project online if requested. To pass the subject, a minimum of 2.5 out of 5 points must be achieved in the final exam, as well as a minimum of 2.5 out of 5 in the project (oral presentation and written work). The final grade will be the sum of both parts.

EVALUATION OPPORTUNITIES

A. FIRST AND SECOND OPPORTUNITY. To pass the subject, students must pass both the final exam and the final work with a minimum of 2.5 out of 5 for each part. The minimum to pass is 5 points resulting from the sum of the two parts. If one of the two parts is failed, the final grade will reflect the grade of the failed part evaluated on a scale of 0 to 10. If both parts are failed, the grade will reflect the one with the highest score on a scale of 0 to 10. The official assessment system and dates will apply to all students of the subject, including Erasmus and exchange students. Students who have passed the subject may not attend the second opportunity to improve their grade.

The assessment criteria for the second opportunity will be the same as those for the first. Students who did not pass the subject on the first opportunity must adhere to the following criteria:

a) Project passed and exam failed. Students must retake the exam (50% of the grade). These students may resubmit the project; otherwise, the grade obtained in the first opportunity will be maintained. The project for the second opportunity must respect the contents required in the first opportunity and will not be defended orally. The weighted value of the project will be 50%.

b) Project failed and exam passed. The project for the second opportunity must respect the contents required in the first opportunity and will not be defended orally. The weighted value of the project will be 50%. Students may retake the exam (50% of the grade); otherwise, the grade obtained in the first opportunity will be maintained.

c) Project and exam failed. Both parts must be retaken. The project for the second opportunity must respect the contents required in the first opportunity and will not be defended orally. The weighted value of the project will be 50%. The exam will also be 50%.

B. For the extraordinary call, the evaluation will be a multiple-choice test (objective test with multiple-choice answers) (100% of the score) with various answer options, where errors will be penalized.

Sources of information

Basic	<ul style="list-style-type: none"> - Aaker, D. (1991). Managing Brand Equity: Capitalizing on the Value of a Brand Name. New York: Free Press - Chevalier, M. and Mazzavolo, G. (2008). Luxury Brand Management: A World of Privilege. John Wiley and Sons - Garre, O. (2018). Marketing y comunicación de moda, lujo y lifestyle. CEU, Madrid - Graham, B. (2018). Promocionar la moda: comunicación, marketing y publicidad. Promopress - Lea-Greenwood, G. (2013). Fashion Marketing Communications. Wiley - Martínez-Navarro, G. (2017). Marketing y comunicación de moda. ESIC - Mitterfellner, O. (2019). Fashion Marketing and Communication: Theory and Practice Across the Fashion Industry. Routledge - Posner, H. (2016). Marketing de moda. Gustavo Gill
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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
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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.
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