		Teachin	g Guide			
	ldentifyir	ng Data			2020/21	
Subject (*)	Promotional Strategies in Fashion II: Advertising and Public Code				710G03027	
	Relations					
Study programme	Grao en Xestión Industrial da Mo	da			'	
		Desc	riptors			
Cycle	Period	Ye	ear	Туре	Credits	
Graduate	2nd four-month period	Th	nird	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@			dudc.es		
Web						
General description	The subject studies advertising a	nd PR from the	conceptual, strate	gic and tactical point of	view in order to elaborate and	
	manage PR campaigns and crisis	manage PR campaigns and crisis communication plans.				
Contingency plan	1. Modifications to the contents; r	no changes will	be made			
	2. Methodologies *Teaching meth	nodologies that	are maintained -Ke	ynote speeches (will b	e held online via Teams) -	
	Interactive sessions to develop a	nd present the	tasks requiered ((w	ill be held online via Te	eams) - Multiple-choice test exam	
	(will be held online via Moodle) *-	Teaching methor	odologies that are m	nodified: no changes a	re made.	
	3. Mechanisms for personalized a	attention to stud	dents - Moodle will I	pe used to consult cou	rse 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 w	rill be made *Evalua	tion observations: Tho	se already included in the	
	teaching guide will be maintained	d. Requirements	s to pass the course	e: Those already includ	led 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
А3	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
В3	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
В7	Capacity to analyse trends (critical thinking)
В8	Capacity to plan, organize and manage resources and operations
В9	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	y progra	amme
	COI	competences	
Defining public relations and identifying its characteristics and implications in the development of communication iniciatives in	АЗ	B1	C1
the fashion industry	A8	B2	СЗ
		B4	
Identifying and describing the functions and tools of public relations, as well as the different strategic and operational phases	АЗ	В3	C7
of a PR campaign		B7	C8
		В9	
Identiying and analyzing the subjects that intervene in the activity of PR, recognizing the professional roles of the discipline	А3	В6	C4
and its particularities.			C5
			C7
Designing PR campaings and crisis communication plans for fashion industry	A8	B2	СЗ
		В3	C9
		B4	
		B5	
		В6	
		B7	
		B8	
		В9	

Contents				
Topic	Sub-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
Planning

2/4

Competencies	Ordinary class	Student?s personal	Total hours
	hours	work hours	
A5 B6 C2 C5 C8	3	14	17
B1 B2 B3 B4 B5 B8	21	19	40
B9 C1 C3 C7 C9			
A1 A8 B1	1	20	21
A1 A3 A8 B7 C4	21	47	68
	4	0	4
	A5 B6 C2 C5 C8 B1 B2 B3 B4 B5 B8 B9 C1 C3 C7 C9 A1 A8 B1	hours A5 B6 C2 C5 C8 3 B1 B2 B3 B4 B5 B8 21 B9 C1 C3 C7 C9 A1 A8 B1 1	hours work hours A5 B6 C2 C5 C8 3 14 B1 B2 B3 B4 B5 B8 21 19 B9 C1 C3 C7 C9 41 A8 B1 1 20

(*)The information in the	planning table is for g	uidance only and	d does not take into account th	ne 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	Multiple choice multiple choice test in which only one option is correct. Incorrect answers will not penalize						
questions							
Guest lecture /	Presentation of the different topics of the subject with the help of slides and audiovisual support						
keynote speech							

	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 student						
	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	Oral presentation A5 B6 C2 C5 C8 All the members of the group must present the final task orally. In the oral part,		10		
	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.			
Multiple-choice	A1 A8 B1	Multiple choice test. Knowledge of the subjetc will be evaluated	50		
questions					

Workshop	B1 B2 B3 B4 B5 B8	Students must present a final work that will be made in groups. This work will take	40
	B9 C1 C3 C7 C9	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%).	

Assessment comments

To pass this subject, students must pass either the final exam and the final assignment 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 Fashi	on 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 Fashi	on 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.