

Syllabus of Record

Program: CET Barcelona

Course Title: BC/COMM 320 Advertising in Spanish Society

Contact Hours: 45

Recommended Credits: 3

Primary Discipline / Suggested Cross Listings: Communication / Marketing, Media Studies

Language of Instruction: English

Prerequisites / Requirements: None

Description

This course focuses on the importance of advertising as a communication tool in mainstream media in Catalonia and Spain. The course explores the ethics and strategies of Spanish advertising, focusing on the portrayal of various social elements including culture. Emphasis will be placed on developing advanced writing and research skills tailored to communication professionals. Through academic readings, critical analysis, and hands-on writing assignments, students will examine the role of media in shaping social perceptions and discuss the impact of diverse representation on brand messaging and consumer behavior. Students will also engage with local case studies and campaigns, enhancing their understanding of Spain's unique cultural landscape.

Content warning:

At times, this course intentionally invites students to engage with readings and content that are controversial. Students might find this disturbing. The intention is not to endorse perspectives, but rigorously engage with them. If certain material is emotionally challenging, students can discuss with the faculty before or after class. Students may also leave the classroom without academic penalty, if the discussion becomes too emotionally challenging. Students are, however, responsible for all missed material, and so should arrange to get notes from another student or see the faculty member individually.

Objectives

Upon completion of this course, you should be able to:

- Describe the role of advertising in Spanish economy.
- Recognize ads that are false, misleading, or deceptive, and explain their ethical implications.
- Understand the four basic approaches to moral philosophy, and demonstrate an understanding of how to apply these to advertising issues.
- Conduct a systematic analysis of specific advertising situations to determine an ethically appropriate action to take.

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- Identify major types of criticisms about the cultural, social, and psychological impacts of advertising.
- Develop advanced writing techniques for professional communication
- Evaluate the evidence presented to substantiate or refute the criticisms of advertising.
- Cultivate strategic thinking in writing
- Identify key issues involved in several controversial aspects of advertising.
- Conduct an analysis of an issue regarding the relationship between some aspect of advertising and society and develop a well-reasoned conclusion.
- Analyze the portrayal of diverse groups (e.g., ethnicity, gender, sexuality) in Spanish advertising and its influence on societal attitudes and consumer behavior.
- Examine how Spain's cultural diversity is reflected in advertising strategies and campaigns.
- Critically assess the effectiveness of inclusive advertising in Spain's media landscape, taking into account both local and global perspectives.
- Enhance research and analytical writing skills
- Strengthen editing and revision skills
- Develop persuasive and ethical advertising proposals that address diverse audiences within Spain.
- Expand creative writing capabilities for advertising
- Explore the regulatory and cultural challenges of implementing diversity-focused advertising in Spain's marketplace.

Requirements

This course uses a combination of guided lectures (flipped classroom), in-class debates and discussions, written assignments, student presentations, field studies, and company visits in order to merge a first-hand experience, academic learning, and critical thinking to better understand and reflect on the topic of advertising in Spanish society. Active participation is essential in this course, and is part of the final grade. A detailed rubric of participation assessment can be found below.

Students are expected to attend each class and field study course component, as outlined in the CET Attendance Policy. Students are expected to read all assigned materials (20-30 pages per class session) before the relevant class session according to this syllabus and come ready to engage in class discussions. All assignments must be submitted via Canvas by the deadline unless otherwise noted.

Graded assignments include:

- Participation: Active class participation is required for this class. Students are expected to read and watch the materials in advance, engage in class

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- discussion, dialogue and debate with their classmates and the professor, and raise relevant questions. Students are encouraged to express their opinions in class with the professor and the other students, always with a tolerant and respectful tone to create an inclusive environment for everyone. Class participation will request students to engage with Spanish media and culture by watching, reading, and/or listening to different academic and advertising products that will often need to be analyzed through the lens of justice, diversity, equity, and inclusion.
- Guiding class discussion: With the support of the professor, students will be asked to guide and moderate one of the in-class debates or discussions, by briefly presenting a critical analysis of one of the materials to their classmates, encouraging discussion and raising relevant and thoughtful questions to help create a welcoming environment for reflection.
 - Reports: Students will write individual weekly reports (around 1,000 words each, a total of 10), in the form of brief academic essays, analyzing and reflecting on the weekly proposed topic related to Spanish society, mass media and advertising based on what they are learning in the course. Those reports may deal with field study visits, guest speakers, company visits, or product analysis. At least five out of those reports, the student's choice, will be submitted as a draft and review by the professor, receive feedback, and will be sent back to the student for its improvement before they are graded before the deadline. All the essays will be graded and returned with feedback by the professor in order to improve the students' writing skills.
 - Group project: This final project will offer students a hands-on opportunity to apply theoretical knowledge to practical challenges, honing their skills in advertising, communication, and cross-cultural awareness. In groups of 4-5 people, students will create a multimedia advertising project aligned to the topics presented in the course. Each group will choose a product, service, or social issue and create an advertising campaign tailored to the Spanish market. This project will synthesize the key topics and concepts explored throughout the course, including the ethics, strategies, and cultural considerations relevant to advertising in Spain. The project will include a market research analysis, a campaign strategy design, the development of three different multimedia products, and a final presentation of the project to the class. The assessment of the final project will be based on the research and understanding of the host culture, the creativeness and potential effectiveness of the campaign, the cohesion and clarity of the materials, and the engagement and communication skills during the presentation.

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Grading

Class participation	15%
Guiding class discussion	20%
Weekly reports (10 at 3% each)	30%
Group project	35%

Class Participation Grading Rubric

	A – 90-100% Exemplary	B – 80-89% Proficient	C – 70-79% Developing	D – 60-69% Unacceptable	F – 0-59% Missing
Frequency of class participation	Actively contributes 2+ times per meeting	Actively contributes at least 1 time per meeting	Actively contributes at least half of the time during term	Actively contributes less than half of the time during term	Does not contribute
Quality of class participation*	Contribution is always thoughtful, accurate, and constructive, frequently interacting with peers	Contribution is mostly thoughtful, accurate, and constructive, usually interacting with peers	Contribution is somewhat thoughtful, accurate, and constructive, sometimes interacting with peers	Contribution is rarely thoughtful, accurate, and constructive, rarely interacting with peers	Does not contribute or interact with peers
Level of class preparation	Always fully prepared and on task	Mostly prepared and on task	Somewhat prepared and on task	Rarely prepared and on task	Consistently unprepared and not on task

Readings & Resources

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Grau-Rebollo, Jorge, & Lorite-García, Nicolás. 2022. "The representation of phenotypic diversity in audiovisual advertising in Spain: professional perspectives and implications for the cultural dynamics of inclusion". *Anàlisi, Extra*, 131–148. <https://doi.org/10.5565/rev/analisi.3401>

Heath, Eugene. 2018. *The Routledge companion to business ethics* (E. Heath, B. Kaldis, & A. M. Marcoux, Eds.; 1st edition). Routledge.

Hernández Guerra, Conchi. (2020). "Public Service Announcements to promote integration of People with Down Syndrome: a synchronic análisis". *Revista de Lenguas Para Fines Específicos*, 26(1), 167–179. <https://doi.org/10.20420/rife.2020.320>

Holtzhausen, Derina Rhoda, Fullerton, Jami A., Lewis, Bobbi Kay, & Shipka, D. 2021. *Principles of strategic communication* (1st ed.). Routledge.

Iglesias-Sánchez, Patricia P., Jambrino-Maldonado, Carmen, de las Heras-Pedrosa, Carlos, & Díaz-Tendero, Rafael. 2023. "Queervvertising: An empowerment tool for the gay men and lesbian community". *F1000 Research*, 12, 295–295. <https://doi.org/10.12688/f1000research.126882.1>

Kincaid, Harold. 2012. *The Oxford handbook of philosophy of social science*. Oxford University Press.

Lindsay-Pérez, M. (2023). Becoming white(r): skin-whitening creams for white women? Contradictory cosmetics in early twentieth-century Spain. *Journal of Spanish Cultural Studies*, 24(4), 481–507. <https://doi.org/10.1080/14636204.2023.2272039>

LLovet, Carmen, & Establés, María José. 2023. "Undressed to succeed? Content analysis of self-objectification of influencers in Spain". *Revista de Comunicación/Revista de Comunicación*, 22(2), 271–297. <https://doi.org/10.26441/RC22.2-2023-3193>

Martínez-Rodríguez, Susana. 2022. "DIANA (1969-1978): The First Women's Finance Magazine in Spain." *Feminist Media Studies* 23 (5): 1889–1904. doi:10.1080/14680777.2022.2055606.

Miranda, José Antonio, and Felipe Ruiz-Moreno. 2020. "Selling the Past. The Use of History as a Marketing Strategy in Spain, 1900-1980." *Business History* 64 (3): 491–510. doi:10.1080/00076791.2020.1717473.

Montes, Antonia. 2021. "Gender stereotyping and retro-sexism in advertising discourse from a postfeminist perspective". *Feminismo/s*, 38, 177-. <https://doi.org/10.14198/fem.2021.38.07>

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Palardy, Diana Q. 2014. "The Evolution of Conguitos: Changing the Face of Race in Spanish Advertising". *Transmodernity*, 4(2), 38–56. <https://doi.org/10.5070/T442025586>

Roca, David, Chalá-Mejía, Priscila, & Suárez, Aína. 2024. "The glass ceiling effect in Spanish advertising creative departments". *Communication & Society*, 37(2), 143–158. <https://doi.org/10.15581/003.37.2.143-158>

Serra Folch, Carolina, & Castellano Martorell, Cristina. 2024. "Roldós y Compañía, the oldest operating advertising agency in the world". *Journal of Historical Research in Marketing*, 16(3), 243–257. <https://doi.org/10.1108/JHRM-07-2023-0028>

Snyder, Wally S. 2017. *Ethics in advertising : making the case for doing the right thing* (First edition.). Routledge. <https://doi.org/10.4324/9781315641942>

Zayer, Linda Tuncay, McGrath, Mary Ann, & Castro-González, Pilar. 2020. "Men and masculinities in a changing world: (de)legitimizing gender ideals in advertising". *European Journal of Marketing*, 54(1), 238–260. <https://doi.org/10.1108/EJM-07-2018-0502>

Content

Topic 1 – Introduction to Communications and journalism writing: How do we write a good report?

- Introduction of the foundational principles of writing effective reports in communications and journalism.
- Exploring key writing elements such as clarity, precision, and structure, with an emphasis on the inverted pyramid format to prioritize information.
- Highlight of the importance of accuracy, credible sourcing, and concise language to establish professional, audience-focused writing.
- Use of real-life examples and brief exercises to help students develop the skills needed to craft clear and engaging reports.
- Explanation of how to implement these principles in class assignments.

Topic 2 – History of Advertising in Spain

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- Early Beginnings of Advertising in Spain: Newspapers, Radio, and Propaganda
- Evolution of Media and Advertising in the 20th Century: Spanish Civil War, Dictatorship, and Democracy
- Influence of Globalization on Spanish Advertising: The Arrival of the Internet
- Key Historical Advertising Campaigns in Spain

Topic 3 – **The Marketing and Advertising Industry in Spain**

- Structure of the Spanish Advertising Industry: Key Players and Agencies
- Regulatory Bodies and Advertising Laws in Spain
- Media Channels and Advertising Strategies in Spain
- Economic and Cultural Influences on Advertising Practices
- The Role of Diversity in the Spanish Advertising Market

Topic 4 – **Philosophy of Advertising: Morals and Critical Thinking**

- Introduction to Moral Philosophy and Ethics in Advertising
- The Four Approaches to Moral Philosophy
- Applying Ethical Frameworks to Spanish Advertising
- Justice, Equity, Diversity, and Inclusion (JEDI) Considerations in Ethical Advertising

Topic 5 – **Advertising in Current Spanish Society: Gender**

- Gender Representation in Spanish Advertising
- Impact of Feminism and social media on Advertising Trends in Spain
- Case Studies: Gender Stereotypes in Spanish Ads, a historical perspective
- Best Practices for Gender-Inclusive Advertising

Topic 6 – **Advertising in Current Spanish Society: Ethnic Minorities and Migration**

- Spain's Demographic Landscape and Migration Patterns
- Social Media Impact on Popular Perception of Migration in Spain.
- Representation of Ethnic Minorities in Spanish Advertising
- Cultural Sensitivity in Multicultural Advertising Campaigns
- Case Studies: Ads Reflecting Spain's Multicultural Society

Topic 7 – **Advertising in Current Spanish Society: Gender and Sexuality**

- Evolution of Sexuality in Spanish Advertisements
- LGBTQAI+ Representation and Diversity in Spanish Media and Advertising
- Case Studies: Inclusive and Controversial Campaigns
- Strategies for Creating LGBTQAI+ Inclusive Ads in Spain

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Topic 8 – **Advertising in Current Spanish Society: Accessibility**

- Disability Representation in Spanish Advertising
- Legal Framework and Regulations on Accessibility in Advertising
- Case Studies: Successful Accessibility-Focused Campaigns
- Designing Accessible Advertisements for Diverse Audiences

Field study and experiential learning components may include:

- Walking Tour of Spanish Civil War (Barcelona Other Eyes Tour) and visit to Freixenet.
- Visit to advertising agency
- Visit to TV3, and ROSAPARKS.
- Street marketing scavenger hunt and guest lecture
- Top Manta, Mescladís.
- Barcelona LGBTQAI+ center
- ONCE, guest lecturer

** Syllabus is subject to minor changes in term-specific syllabus at instructor discretion.*