BASIC DETAILS:

Subject:	COOLHUNTING		
Id.:	31906		
Programme:	GRADUADO EN PUBLICIDAD Y RELACIONES PÚBLICAS. PLAN 2014 (BOE 15/10/2014)		
Module:	ESTRATEGIAS PUBLICITARIAS		
Subject type:	OPTATIVA		
Year:	4	Teaching period:	Primer Cuatrimestre
Credits:	6	Total hours:	150
Classroom activities:	64	Individual study:	86
Main teaching language:	Inglés	Secondary teaching language:	Inglés
Lecturer:		Email:	

PRESENTATION:

This subject addresses systems that predict current market trends, helping to anticipate consumer behavior.

Through the constant flow of the Internet and its social networks, the information that the users themselves provide, added to a series of sociological and cultural behaviors, the word Coolhunting is positioned as a necessary phenomenon to understand and value the importance of delving into the strategies of different types of marketing, together with market research, production and distribution of products and services.

Some of these systems do not have an exact or perfectly measurable methodology, although they maintain a direct correlation with the human and intuitive part of being, itself. The complex of the subject will be studied from bases belonging to the field of marketing and philosophy, to be applied to techniques of involvement and measurement of social networks, as well as the student will be encouraged to a reflective and felt self-listening with the intention of connecting with his/ her intuitions and observations in relation to our environment.

PROFESSIONAL COMPETENCES ACQUIRED IN THE SUBJECT:

General programme competences	G02	Problem solving.
	G03	Ability to organise and plan.
	G04	Use of Information Technologies.
	G05	Teamwork.
	G06	Interpersonal skills.
	G07	Ethical commitment.
	G08	Ability to work in an international context.
	G09	Ability to apply knowledge.
	G10	Ability to generate new ideas (creativity).
	G11	Ability to undertake research.
Specific programme competences	E12	Capacity and ability to use communications technologies and techniques in the various media or combined and interactive media systems (multimedia), particularly to apply them to the field of advertising communications; special emphasis on the creation of new platforms, media, channels and devices which primarily facilitate the conceptualisation, design, development, production and dissemination of propaganda standards.
	E17	Capacity to draw sources of inspiration from the modern cultural and intellectual scene for the creative performance of their profession, valuing the cultural roots - particularly artistic - which provide constructive support to advertising standards through mediating tools and methods in the evolution of creative activity. fesión.
	E18	Accept innovation as a design guideline in the creation of advertising and as a variable which favours establishing new and solid relational communication pathways within organisations which act as a backbone to solving all types of challenges and problems, whether or not linked to specific communications features; ability to boldly move towards the unknown but also to show prudence and professionalism, starting from a solid awareness of the current situation.
	E19	Exercise creative thought and put it to use in all sorts of situations habitually, given the expressive tenor - upheld by audiovisual and/ or discursive matrices - required of an especially dynamic and consolidated profession (advertising and/ or public relations). This is the result of persuasive parameter which requires

		the use of creative abilities by the agents involved in these activities.
	E22	Ability to act freely and responsibly, assume ethical reference points, values and principles that are in line with the times; at the same time, understand the precepts that frame the legal system in the area of advertising communications law. This latter: responsible for analysing the regulatory limits which govern the advertising profession, examining not just personal duty but also the legal regime for messages being disseminated and the companies involved in this activity.
	E23	Capacity to manage emotions, stress and frustration in the face of difficulties appearing in the pursuit of projects and professional goals within a professional sector - that of advertising and public relations - whose pursuit requires, on the one hand, continuous interchange of proposals between the professional and the client and, on the other, a clear link between the technical and human level within a heterogeneous network of agents who comprise an organisation.
	E29	Adopt a strategic view of the different advertising and marketing communications channels which arise as ways to contact audiences.
	E30	Understand the operational mechanics of internal communications in organisations and how to plan strategies in this area.
	E31	Ability to make the most of the corporate communications and public relations tools with the aim to sustain organisational development.
Learning outcomes	R01	Know how to identify trends in the fields of interest to the project or client for whom they work.
	R02	Understand and rigorously practice the relevant methodology to correctly and easily detect trends.
	R03	Be alert to collate all sorts of new social behavioural patterns, with the intention of aligning them with the clients' strategic plans.
	R04	Identify sociocultural and consumer trends and convert them into business opportunities and niche markets, and nix threats and opportunity costs.
	R05	Convincingly convey to the client or others the relevance of particular trends for the strategic management of companies, brands, services or institutions.

PRE-REQUISITES:

Interest in trends, fashions and social news.

Interest in investigating and understanding how our mind works in the face of a series of audiovisual stimuli (social networks), as well as in the face of an act that defines itself as self-listening and that occurs before the phenomenon that is called into question being studied becomes a phenomenon in itself.

It's about trying to understand what surrounds people in a marketing environment; how something starts out as a single part to become - later - part of a whole that surrounds consumers and they choose to choose it.

SUBJECT PROGRAMME:

Observations:

The evaluation tests will be carried out in person whenever the health situation allows it.

IMPORTANT:

- The teacher may introduce any modification in the programming presented, as well as in the content, evaluation systems and practices, whenever necessary according to the evolution of the course and the health situation.

- It is essential that students read and follow the contingency plan: "medidas de adaptación por cuestiones sanitarias para alumnos" and that they assume their individual responsibility, as well as the consequences of not following the rules.

- Students must use the resources that the University makes available to them during the online weeks: email, PDU and Microsoft Teams (among others); in addition, they will maintain the same schedule of the subjects and must comply with the attendance and punctuality rules.

- The subject will start following a hybrid system that will alternate face-to-face sessions and synchronous online sessions. In this way, students will attend the classroom in person on odd weeks of the academic calendar; the even weeks will be carried out online (through synchronous sessions in Teams) -or vice versa-. In the programming, it has been conveniently marked through which system will be developed each week and session.

- The tutorials will take place online, whenever possible.

Subject contents:

1 - Coolhunting. From the bases (Circular connection with unit 6)
1.1 - What is Cool?
1.2 - The Method. Coolhunting Rules. M.Gladwell
1.3 - Types of coolhunters. Webs and references.
1.4 - Think Out of the Box!
1.5 - The art of predict. Superforecasting and evidence, connection theories unit 6.
2 - Trends, functions and missions
2.1 - Novelty, Trend and Fashion
2.2 - Permeability. Global / Local trend
2.3 - Behavioral research. Social trends.
2.4 - It's back! Cyclical life. Retro vib: The Polaroid case
3 - You are so cool...
3.1 - Coolhunter's CSI
3.2 - CTT (Consumer Triangle of Truth)
3.3 - Insights
3.4 - MoodBoard / Holistic System
3.5 - Top, Mainstream, Must Have
3.6 - Millennial Generation. Generation Y, X, Z
4 - I hate it, I love it
4.1 - Fan phenomenon
4.2 - Cats, Unicorns and Tinder
4.3 - Environmentalism, Veganism and Plastic Free Phenomenon
5 - Dismantling Coolhunting
5.1 - Six Degree Theory
5.2 - Mindfulness, Self-Listening and Pattern Detection
6 - Everything is connected!
6.1 - The Hive theory
6.2 - MoodBoard (Trends Panel: Past, Present. Future)

Subject planning could be modified due unforeseen circumstances (group performance, availability of resources, changes to academic calendar etc.) and should not, therefore, be considered to be definitive.

TEACHING AND LEARNING METHODOLOGIES AND ACTIVITIES:

Teaching and learning methodologies and activities applied:

1.   **Theoretical-practical sessions:** The theoretical sessions will be developed in the form of a master class. This type of class requires the use of a computer by the teacher. Lessons will be projected in reading formats (Power Point, PDF) as well as the visualization of different material related to the field of Coolhunting: DVDs, videos, documentaries and other supports such as tablets and mobile apps.

During these classes, debates will be held on different exposed topics, so that the student assimilates concepts more easily and clarifies their possible ideas in order to be able to carry out exercises of a certain depth.

The teacher will also facilitate to the students readings (compulsory readings).

2.   **Practical sessions:** Scheduled classes focused on carrying out cases applied to the theory learned. It is intended to deepen the investigation and knowledge of trends and fashions.

Hypothesis formulation, research capacity, strategies and the measurement of practice results will be valued.

3.   **Tutorial sessions:** During these sessions, either onsite or via email, students will be able to request aid from the lecturer for all those doubts raised which may not have been solved during the face to face sessions. Likewise, students may request further bibliography to expand on a specific topic or any other kind of information related to

the topic at hand.

Student work load:

Teaching mode	Teaching methods	Estimated hours
Classroom activities	Master classes	28
	Other theory activities	4
	Practical work, exercises, problem-solving etc.	9
	Debates	6
	Films, videos, documentaries etc.	10
	Participation in seminars, conferences etc.	2
	Assessment activities	2
	Extra-curricular activities (visits, conferences, etc.)	3
Individual study	Tutorials	3
	Individual study	40
	Group cousework preparation	35
	Compulsory reading	6
	Extra-curricular activities (visits, conferences, etc.)	2
	Total hours:	150

ASSESSMENT SCHEME:

Calculation of final mark:

Individual coursework:	25	%
Group coursework:	25	%
Final exam:	30	%
Class Activities:	20	%
TOTAL	100	%

*Las observaciones específicas sobre el sistema de evaluación serán comunicadas por escrito a los alumnos al inicio de la materia.

BIBLIOGRAPHY AND DOCUMENTATION:

Basic bibliography:

GIL, Víctor Alejandro. Coolhunting: El arte y la ciencia de descifrar tendencias. Barcelona: Empresa Activa, 2009.

GLOOR, Peter. Coolhunting: Chasing Down The Next Big Thing, AMACOM (Online Editorial), 2007.

Recommended bibliography:

CAMERON, Julia. El camino del artista. Un curso de descubrimiento y rescate de tu propia creatividad. Barcelona, Penguin Random House, 2015.

CÓRDOBA-MENDIOLA, Daniel. Coolhunting: Cazar y gestionar las tendencias y modas que mueven el mundo. Barcelona: Gestión 2000, 2009.

LÓPEZ LÓPEZ, Anna María. Coolhunting Digital: a la caza de últimas tendencias. Madrid: Ediciones Anaya Multimedia, 2011.

REQUENA, Gema. Una coolhunter en Nueva York. Manual práctico de una cazatendencias. Barcelona, Editorial Océano, 2010.

Tres Iniciados, EL KYBALIÓN (basado en Hermes Trimegisto), Editorial Sirio, 2012.

Recommended websites:

Apple	http://www.apple.com/
ASOS	http://www.asos.com/

Beyoncé	https://www.beyonce.com/
BLUR Films	http://www.blurfilms.tv/es/blur
Canadá Producciones	http://www.lawebdecanada.com/
Cats of Instagram	http://catsofinstagram.com/
Cats Of Instagram	https://www.instagram.com/cats_of_instagram
DMT: La molécula del espíritu (documental)	https://www.youtube.com/watch?v=k7eaf9NRpN8
Economía Circular: descubre lo que es antes de que reviente el Planeta.	https://www.youtube.com/watch?v=Lc4-2cVKxp0
El poder de la mente (documental). Física cuántica	https://www.youtube.com/watch?v=IV_b_LxCfM4
Facebook	https://www.facebook.com/
HBO España	https://es.hboespana.com/
i-D Vice	https://i-d.vice.com/es_es
IKEA	http://www.ikea.com/
Instagram	https://www.instagram.com/
Jaime Altozano	https://www.youtube.com/channel/UCa3DVlGH2_QhvwuWlPa6MDQ
La Barbuda Shop	http://www.labarbudashop.com/
La Criatura Creativa	http://lacriaturacreativa.com/
Lazy Oaf	https://www.lazyoaf.com/
Marina Abramovic	http://marinafilm.com/
Miranda Makaroff	http://hermanasmiranda.es/
Netflix	https://www.netflix.com
Polaroid	https://us.impossible-project.com/
Roller Skates	http://www.rookieskates.co.uk/
Rosalía	https://www.instagram.com/rosalia.vt/?hl=es
Sasha Unisex	https://www.instagram.com/sashaunisex/
SPECTRUM COLLECTIONS	https://www.spectrumcollections.com/
TED Talks	https://www.ted.com/talks
VICE	https://www.vice.com/
VOGUE	http://www.vogue.com/

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