



Advertising and Audiovisual Creativity athrough the Web: perational Training Projects Within the University [

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Analítica

We are in a new way of consuming media, with a different technology. This is the internet era of interactive marketing, web 2.0 (almost 3.0), where the union creativity-technology is an inseparable pair. So, for several academic years, has been done in some Andalusian universities a pilot project to create a 2.0 webspaces to create and share ideas in the context of studies of Advertising and P.R. and Audiovisual creativity. Thus, the actual project-based learning, one of the principles of EEES, is the origin of this initiative: the creation of a meeting place for the generation of business ideas within an audiovisual and advertising creativity

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