

## ANNEXES

### 1. Questionnaire for Advertising Professors on the Implementation of Artificial Intelligence

Dear Professor,

We would appreciate your participation in this questionnaire, which aims to investigate how artificial intelligence (AI) is being integrated into the subject of Advertising Creativity. Your responses will be fundamental to an academic study designed to better understand the training of future professionals in this field. Participation is voluntary, and the information collected will be treated anonymously.

#### Personal Data

1. **Name and surname:**
2. **University:**
3. **Years of teaching experience in the subject:**

#### Section 1: Inclusion of Artificial Intelligence into the Curriculum

1. Does the Advertising Creativity course you teach include content related to artificial intelligence?
  - Yes
  - No
2. If your answer is yes, since when has this content been included?
  - Less than 1 year
  - 1-2 years
  - More than 2 years
3. What percentage of the subject's total content is devoted to AI?
  - Less than 10%
  - 10-20%
  - 20-30%
  - More than 30%

#### Section 2: Teaching Methods

8. How are AI contents integrated into the subject? (Select all that apply)
  - Master classes and theoretical seminars
  - Practical workshops
  - Class projects
  - Case studies
  - Invitations to AI experts
  - Other (please specify): \_\_\_\_\_
9. Do you consider the integration of AI into the subject to be primarily:
  - Theoretical?
  - Practical?
  - Balanced between theoretical and practical?

### Section 3: AI Tools and Platforms

10. What AI tools and platforms are used in your subject? (Select all that apply)

#### Image Generation:

- DALL-E
- MidJourney
- DeepArt
- RunwayML
- Other (please specify): \_\_\_\_\_

#### Text Generation:

- GPT-3 ( OpenAI )
- Jasper
- Copy.ai
- Writesonic
- Other (please specify): \_\_\_\_\_

#### Video Generation:

- Synthesia
- Pictory
- Lumen5
- Animoto
- Other (please specify): \_\_\_\_\_

#### Music Generation:

- AIVA
- Amper Music
- Jukedeck
- Soundraw
- Other (please specify): \_\_\_\_\_

#### AI-Aided Editing and Design:

- Adobe Sensei
- Canva AI
- Fotor
- Artisto
- Other (please specify): \_\_\_\_\_

#### Section 4: Evaluation and Results

11. How do you assess the effectiveness of AI in developing your students' creativity?
- Very effective
  - Moderately effective
  - Neutral
  - Not very effective
  - Not effective
12. Can you provide specific examples of projects or assignments in which students have used AI?
- Yes (describe briefly): \_\_\_\_\_
  - No
13. In your opinion, does AI help students generate more innovative ideas in their creative projects?
- Yes
  - No
  - In some cases (please specify): \_\_\_\_\_
14. How are students' AI knowledge and skills assessed in your subject?
- Theoretical exams
  - Evaluation of practical projects
  - Participation in workshops and practical activities
  - Project presentations and defenses
  - Other (please specify): \_\_\_\_\_

#### Section 5: Teacher Training and Experience

15. Have you received specific training in AI to be able to teach this content in your subject?
- Yes, the University has provided me with the training
  - Yes, I sought out the training myself.
  - No
16. If your answer is yes, what type of training have you received?
- Online courses
  - In-person workshops
  - Professional certifications
  - Self-taught training
  - Other (please specify): \_\_\_\_\_
17. Do you consider that you have sufficient knowledge and experience to teach AI in the subject of Advertising Creativity?
- Yes
  - No
  - In some aspects (please specify): \_\_\_\_\_

18. What are the main difficulties you have encountered when integrating AI into your subject? (Select all that apply)
- Lack of technological resources
  - Resistance to change by students
  - Complexity in the use of AI tools
  - Lack of training and constant updating
  - Other (please specify): \_\_\_\_\_

### Section 6: Perceptions and Suggestions

19. What improvements or changes would you suggest for better integration of AI into Advertising Creativity training?
- \_\_\_\_\_
20. Do you think students are sufficiently prepared to face the challenges of the job market with the current AI training within the Advertising Creativity subject?
- Yes
  - No
  - In some aspects (please specify): \_\_\_\_\_
21. What impact do you think AI will have on the future of advertising creativity?
- Transformative and positive
  - Moderately positive
  - Neutral
  - Moderately negative
  - Transformative and negative
22. Do you think the importance of AI in Advertising Creativity will increase in the future?
- Yes, significantly
  - Yes, moderately
  - Neutral, should we add a fifth descriptor?
  - No, it will remain the same.
  - No, it will decrease
23. Would you be interested in receiving additional training on the use of AI in advertising creativity?
- Yes
  - No
24. Would you like to add any further comments on the integration of AI into the Advertising Creativity course?
- \_\_\_\_\_

Thank you for participating in this questionnaire. Your responses will contribute significantly to our research on AI training in advertising.



## 2. Table of analysis of Subjects and Centers

Table created by the authors based on the original one from:

Fernández-Gómez, Erika; Feijoo-Fernández, Beatriz (2022). "Análisis de los estudios universitarios en Publicidad en España. Propuesta de formación online para el futuro profesional". Profesional de la información, v. 31, n. 1, e310116.

<https://doi.org/10.3145/epi.2022.ene.16>

<b>Center or University</b>	Title name	Ownership	Subjects with AI content in the Subject Guide	Selected subjects, likely to have AI content (Creativity Area)	Selected subjects Population. <b>N1: 50</b> <b>N2: 73</b>	Subjects (sample). <b>81</b> <b>N1: 32</b> <b>N2: 49</b>	Teaching GAI <b>N1: 24</b> out of 32 <b>N2: 41</b> out of 49
<i>Giménez Higher Education Center (CESAG). Affiliated with Comillas Pontifical University</i>	Bachelor's Degree in Advertising and Public Relations	Private	0	3	<b>N1:</b> Advertising Creativity I <b>N2:</b> Art Direction. Advertising copywriting.	<b>N1:</b> Advertising Creativity <b>N2:</b> Art Direction	<b>N1:</b> Yes <b>N2:</b> No
<i>Higher Center for University Studies of Galicia (CESUGA)</i>	Bachelor's Degree in Advertising and Public Relations	Private	0	2	<b>N1:</b> Advertising creativity <b>N2:</b> Advertising photography	<b>N1:</b> Advertising creativity	<b>N1:</b> No
<i>ESÍC, Business &amp; Marketing School (Madrid), affiliated with URJC</i>	Bachelor's Degree in Advertising and Public Relations	Private	0	3	<b>N1:</b> Creativity in the Development of the Advertising Message <b>N2:</b> Graphic Design and Art Direction. Multimedia Digital Communication.	<b>N1:</b> Creativity in the Development of the Advertising Message	<b>N1:</b> Yes



<i>Distance Learning University of Madrid (UDIMA)</i>	Bachelor's Degree in Advertising and Public Relations	Private	0	3	<p><b>N1:</b> Advertising Creativity I</p> <p><b>N2:</b> Audiovisual Advertising. Copywriting</p>	<p><b>N1:</b> Creativity Advertising I</p> <p><b>N2:</b> Copywriting</p>	<p>Yes</p> <p>Yes</p>
<i>Antonio de Nebrija University</i>	Bachelor's Degree in Advertising and Public Relations	Private	0	4	<p><b>N1:</b> Advertising creativity.</p> <p><b>N2:</b> Web design</p> <p>Graphic Design</p> <p>Advertising Design</p>	<p><b>N1:</b> Advertising creativity</p> <p><b>N2:</b> Web Design and Mobile Apps</p> <p>Graphic Design</p> <p>Advertising Design</p>	<p>Yes</p> <p>No</p> <p>Yes</p> <p>Yes</p>
<i>Complutense University of Madrid (UCM)</i>	Bachelor's Degree in Advertising and Public Relations	Public	<b>1 Subject: The advertising creation process.</b>	5	<p><b>N1:</b> Creativity in unconventional media</p> <p><b>The advertising creation process.</b></p> <p>Multimedia digital creation and design.</p> <p><b>N2:</b> Advertising Copywriting.</p> <p>Art direction.</p>	<p><b>N1:</b> Advertising Creation Processes</p> <p><b>N2:</b> Advertising Copywriting</p>	<p>No</p> <p>Yes</p>
<i>University of Alicante</i>	Bachelor's Degree in Advertising and Public Relations	Public	0	3	<p><b>N1:</b> Fundamentals of creativity</p> <p>Creative strategy and conceptualization</p> <p><b>N2:</b> Writing advertising</p>	<p><b>N1:</b> Fundamentals of creativity</p> <p><b>N2:</b> Writing</p>	<p>No</p> <p>Yes</p>



					copywriting	Advertising copywriting	
<i>University of Cadiz</i>	Bachelor's Degree in Advertising and Public Relations	Public	0	5	<p><b>N1:</b> Advertising creativity</p> <p><b>N2:</b> Advertising copywriting.</p> <p>Graphic Design, Multimedia and Commercial Space Design</p> <p>New technologies in communication.</p> <p>Multimedia tools and animation.</p>	<p><b>N1:</b> Advertising Creativity</p> <p><b>N2:</b> Advertising Copywriting</p> <p>Graphic Design, Multimedia and Commercial Space Design</p>	<p>Yes</p> <p>Yes</p> <p>Yes</p>
<i>University of Malaga</i>	Bachelor's Degree in Advertising and Public Relations	Public	0	4	<p><b>N1:</b> Advertising Creativity</p> <p>Creation and Analysis</p> <p><b>N2:</b> Advertising Speech.</p> <p>Web Design.</p>	<p><b>N1:</b> Advertising Creativity</p> <p><b>N2:</b> Advertising Speech</p>	<p>Yes</p> <p>No</p>
<i>University of Murcia (UMU)</i>	Bachelor's Degree in Advertising and Public Relations	Public	0	5	<p><b>N1:</b> Advertising creativity</p> <p><b>N2:</b> Advertising speech</p> <p>Production and creation of advertising formats for television and multimedia platforms</p>	<p><b>N2:</b> Advertising Speech</p> <p>Production and creation of advertising formats for television and</p>	<p>Yes</p> <p>Yes</p>



					Technologies for advertising content production II	multimedia platforms	Yes
					New Advertising Trends	Technologies for the production of advertising formats II	Yes
						New Advertising Trends	
<i>University of Seville</i>	Bachelor's Degree in Advertising and Public Relations	Public	0	3	<b>N1:</b> Advertising creativity <b>N2:</b> Art direction Artificial Intelligence in Graphic Design	<b>N2:</b> Art Direction	Yes
<i>University of Valladolid (UVA)</i>	Bachelor's Degree in Advertising and Public Relations	Public	0	2	<b>N1:</b> Creative ideas, methods, and strategies. <b>N2:</b> Graphic design lab	<b>N1:</b> Creative ideas, methods and strategies	Yes
<i>University of Vigo (UVigo)</i>	Bachelor's Degree in Advertising and Public Relations	Public	0	2	<b>N1:</b> Advertising creativity <b>N2:</b> Advertising production in audiovisual media	<b>N2:</b> Advertising production in audiovisual media	Yes
<i>University of the Basque Country / Euskal Herriko Unibertsitatea</i>	Bachelor's Degree in Advertising and Public Relations	Public	0	2	<b>N1:</b> Creativity <b>N2:</b> Graphic Design	<b>N1:</b> Creativity I	Yes
<i>European University of Madrid (UEM)</i>	Bachelor's Degree in Advertising	Private	3	6	<b>N1:</b> Creativity Lab Neurocreativity <b>N2:</b> Video editing Art Direction	<b>N1:</b> Creativity Lab Neurocreativity <b>N2:</b> Video editing	Yes Yes Yes



			optional in the Creativity itinerary: <b>Subjects: Advertising Production (digital, audiovisual, graphic). Neurocreativity - Copy .</b>		Copy Advertising Ecosystem	Art direction Copy Advertising Ecosystem	Yes Yes Yes
<i>European University of the Atlantic (UNEAT-LANTICO)</i>	Bachelor's Degree in Advertising and Public Relations	Private	0	4	<b>N1:</b> Advertising Creation (TV, radio, print)  <b>N2:</b> Digital Marketing  Evolution of Audiovisual Technology  Audiovisual Communication I	<b>N2:</b> Digital Marketing  Evolution of Audiovisual Technology  Audiovisual Communication I	Yes No Yes
<i>European University. Miguel de Cervantes (UEMC)</i>	Bachelor's Degree in Advertising and Public Relations	Private	0	2	<b>N1:</b> Design, Creativity and New Digital Narratives  <b>N2:</b> Economics and Management of Communication Companies	<b>N1:</b> Graphic design, Creativity and new narratives <b>N2:</b> Economics and Management of Communication Companies	Yes No
<i>Francisco de Vitoria University</i>	Bachelor's Degree in Advertising	Private	1 Subject: <b>Creative Ideation II</b>  Yes, it is mentioned as a full topic.	6	<b>N1:</b> Creative Ideation II  Fundamentals of functional creativity  <b>N2:</b> Design tools	<b>N1:</b> Fundamentals of functional creativity  <b>N2:</b> Design	Yes



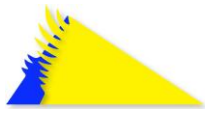
					(1 <sup>st</sup> and 2 <sup>nd</sup> )  Photography and Visual Arts (2nd)  Art Direction  Advertising copy	tools (1 <sup>st</sup> and 2 <sup>nd</sup> )  Photography and Visual Arts (2 <sup>nd</sup> )	Yes  Yes
<i>Pontifical University of Salamanca</i>	Bachelor's Degree in Advertising and Public Relations	Private	0	2	<b>N1:</b> Theory of advertising creativity  <b>N2:</b> Art direction	<b>University not represented</b>	
<i>Rey Juan Carlos University (URJC)</i>	Bachelor's Degree in Advertising and Public Relations	Public	0	4	<b>N1:</b> Creativity in the development of the advertising message  Creative strategies in advertising  <b>N2:</b> New Technologies and the Information Society  Language and Audiovisual Technologies	<b>N1:</b> Creativity in the development of the advertising message  Creative strategies in advertising  <b>N2:</b> New Technologies and the Information Society  Language and Audiovisual Technologies	Yes  No  Yes  No
<i>San Jorge University (USJ)</i>	Bachelor's Degree in Advertising and Public Relations	Private	0	2	<b>N1:</b> <b>Advertising creativity</b>  <b>N2:</b> <b>expression and drawing</b>	<b>N1:</b> Advertising creativity	No
<i>San Pablo-CEU University</i>	Bachelor's Degree in	Private	0	2	<b>N1:</b> Creativity for	<b>N1:</b> Creativity	Yes and



	Advertising and Public Relations				advertising communication  <b>N2:</b> Production in Digital Environments	for advertising communication	no, it depends on the teacher.
<i>Abat Oliba CEU University</i>	Bachelor's Degree in Advertising and Public Relations	Private	0	2	<b>N1:</b> <a href="#">Creative direction</a>  <b>N2:</b> <a href="#">Art Direction</a>	<b>University not represented</b>	
<i>Autonomous University of Barcelona</i>	Bachelor's Degree in Advertising and Public Relations	Public	0	2	<b>N1:</b> Creative Processes and Techniques  <b>N2:</b> Advertising and Public Relations Copywriting	<b>N1:</b> Creative Processes and Techniques  <b>N2:</b> Advertising and Public Relations Copywriting	No  Yes
<i>University of Girona (UGI)</i>	Bachelor's Degree in Advertising and Public Relations	Public	1. Subject : <b>Creativity</b>	2	<b>N1:</b> Creativity  <b>N2:</b> Advertising innovation	<b>N1:</b> Creativity  <b>N2:</b> ADVERTISING INNOVATION	Yes  Yes
<i>University of Vic (UVIC)</i>	Bachelor's Degree in Advertising and Public Relations	Private	0	2	<b>N1:</b> Applied Creativity  <b>N2:</b> Advertising Audiovisual Production	<b>N1:</b> Applied Creativity	Yes
<i>International University of Catalonia (UIC)</i>	Bachelor's Degree in Advertising and Public Relations	Private	0	2	<b>N1:</b> Advertising Creativity  <b>N2:</b> Advertising Language	<b>N1:</b> Advertising Creativity  <b>N2:</b> Advertising Language	Yes  Yes
<i>Jaume I University (UJI)</i>	Bachelor's Degree in Advertising and Public Relations	Private	There are no public guides	3	<b>N1:</b> Creativity  <b>N2:</b> Audiovisual production	<b>N1:</b> CREATIVITY II  <b>N2:</b> Audiovisual	Yes  No and yes, it depends



					Art Direction	production	on the teacher.
<i>Ramon Llull University (URL)</i>	Degree in Advertising, Public Relations and Marketing	Private	1 Subject: <b>Conceptualization in Advertising and Public Relations</b>	3	<b>N1:</b> Creativity seminar  <b>N2:</b> Art Direction  Conceptualization in Advertising and Public Relations	<b>N2:</b> Art Direction	<b>N2:</b> Yes
<i>Rovira i Virgili University (URV)</i>	Bachelor's Degree in Advertising and Public Relations	Public	0	2	<b>N1:</b> Advertising Creativity  <b>N2:</b> Marketing and communication techniques	<b>N1:</b> Advertising creativity	Yes
<i>UDIT</i>	Degree in Advertising and Brand Creation	Private	The teaching guides could not be found.	2	<b>N1:</b> Co-creation techniques  <b>N2:</b> Digital Post-Production	<b>University not represented</b>	
<i>Loyola Andalusia</i>	Bachelor's Degree in Advertising and Digital Marketing	Private	0	2	<b>N1:</b> Integrated Advertising Creativity  <b>N2:</b> Fundamentals of Audiovisual Language	<b>N2:</b> Fundamentals of Audiovisual Language	<b>N2:</b> No
<i>Camilo José Cela</i>	Bachelor's Degree in Creative Advertising	Private	0	3	<b>N1:</b> Multimedia Creativity  <b>N2:</b> Presentation design and oral communication  Branded	<b>N2:</b> Presentation design and oral communication  Branded Content	<b>N2:</b> Yes  Yes



					Content and Transmedia Campaigns	and Transmedia Campaigns	
<i>University of Barcelona</i>	Degree in Advertising, Public Relations and Marketing	Public	1 subject: <b>New Technologies Applied to Communication</b>	3	<b>N1:</b> Creativity Workshop  Creative Processes and Techniques  <b>N2:</b> New Technologies Applied to Communication	<b>N2:</b> New Technologies Applied to Communication	Yes
<i>Open University of Catalonia (UOC)</i>	Advertising and Public Relations	Private	0	2	<b>N1:</b> Advertising creativity  <b>N2:</b> Visual design	<b>N1:</b> Advertising Creativity  <b>N2:</b> Visual design	Yes  Yes
<i>Cardenal Herrera-CEU University (Castellón)</i>	Bachelor's Degree in Advertising and Public Relations	Private	0	2	<b>N1:</b> Creativity for advertising communication  <b>N2:</b> <a href="#">Innovation in Communication</a>	<b>N1:</b> Creativity for advertising communication	Yes
<i>San Isidoro University Centre (Seville) (2)</i>	Bachelor's degree in communication	Private	0	3	<b>N1:</b> Creativity and Art Direction  <b>N2:</b> Digital image processing  Typography and digital layout.	<b>N1:</b> Creativity and Art Direction  <b>N2:</b> Digital image processing  Typography and digital layout.	<b>N1:</b> No  <b>N2:</b> Yes  Yes
<i>Catholic University of San Antonio of Murcia UCAM</i>	Bachelor's Degree in Advertising, Public Relations and Content	Private	0	7	<b>N1:</b> Creativity in Communication  <b>N2:</b>	<b>N1:</b> Creativity in Communication	<b>N1:</b> No  Yes



	Marketing				<p>Audiovisual Advertising Workshop</p> <p>Print Advertising Production Workshop</p> <p>Art direction and copywriting</p> <p>Audiovisual Production</p> <p>Communication and graphic art</p> <p>Advertising communication strategies</p>	<p><b>N2:</b> Audiovisual Advertising Workshop</p> <p>Print Advertising Production Workshop</p> <p>Art direction and copywriting</p> <p>Audiovisual Production</p> <p>Communication and graphic art</p> <p>Advertising communication strategies</p>	<p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p>
<i>European University of the Canary Islands</i>	Bachelor's Degree in Advertising	Private	0	4	<p><b>N1:</b> Visual Creation and Development</p> <p>Laboratory of Visual Creation and Development.</p> <p>Creativity Laboratory in Multimedia Environments</p> <p><b>N2:</b> Graphic and digital design</p>	<p><b>N1:</b> Visual Creation and Development</p> <p>Laboratory of Visual Creation and Development.</p> <p>Creativity Laboratory in Multimedia Environments</p> <p><b>N2:</b> Graphic and digital design</p>	<p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p>
<i>Pompeu Fabra</i>			0	3	<b>N1:</b>		



<i>University (UPF)</i>					Strategy and Creativity  <b>N2:</b> Graphic Design II  Guided and Interactive Design for Corporate Advertising and Communication	<b>N2:</b> Graphic Design II  Guided and Interactive Design for Corporate Advertising and Communication	Yes  Yes
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