

1. BASIC DETAILS

Subject	Communication Theory
Titration	Bachelor's Degree in Advertising
School/ Faculty	Economic, Business and Communication Sciences
Course	1st
ECTS	6 ECTS
Character	Basic
Language(s)	Spanish
Modality	Campus-based mode
Semester	1st semester
Academic year	25-26
Coordinating Teacher	Victor Sanchez Franco

2. PRESENTATION

The main objectives of this subject are: analysis of the elements, forms, processes and structures of communication, as well as its working methods, documentation and research to allow a globalized knowledge and understanding of the phenomenon of human communication, referring not only to the communicative fact, but also to the social reality of Information. The different systems and means of communication are studied from their origins and the implications produced by them in the political, economic and social development of human society in its different stages of evolution. The contents of this course are relevant for advertising students who are confronted with the fact of communication on a daily basis.

3. SKILLS AND LEARNING OUTCOMES

Key skills:

KS1 - Students must have demonstrated knowledge and understanding of an area of study that is based on general secondary education, and is usually at a level that, although supported by advanced textbooks, also includes some aspects that involve knowledge from the forefront of their field of study

KS2 - Students must be able to apply their knowledge to their work or vocation in a professional way and possess the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study

KS4 - Students to be able to transmit information, ideas, problems and solutions to both a specialized and non-specialized audience

Transversal skills:

TS1 - Ethical values: Ability to think and act according to universal principles based on the value of the person that are aimed at their full development and that entail commitment to certain social values.

TS3 - Teamwork: Ability to integrate and actively collaborate with other people, areas and/or organizations to achieve common goals

TS4 - Written communication / Oral communication: Ability to transmit and receive data, ideas, opinions and attitudes in order to achieve comprehension and action, being oral that which is done through words and gestures and, in writing, through writing and/or graphic supports

Specific skills:

SS02 - Ability to recognize the different theories and currents of social communication and the historical references of advertising communication.

SS01 - Ability to generate content applied to new social media.

SS11 - Ability to develop the communication skills necessary to present advertising campaigns

Learning Outcomes:

LO1: Recognize and analyze the elements (processes, forms and structures) of communication.

LO2: Analyse the implications of communication systems and media on society (in its political, economic and social development). Use information, resources and technologies autonomously to achieve their learning objectives. Actively participate and collaborate in work teams.

LO3: Solicit ideas and opinions for joint decision-making and planning. Assume shared responsibilities in common projects.

Competences	Learning Outcomes
KS2, TS3, SS11,	LO1
KS2, TS3, SS11,	LO2
KS2, TS3, SS11,	LO3

4. CONTENTS

- Elements, forms, processes and structures of communication, as well as its working methods, documentation and research.
- Systems and means of communication from their origins and the implications produced by them in the political, economic and social development of human society in its different stages of evolution.

5. TEACHING/LEARNING METHODS

CAMPUS-BASED MODE

- Clase magistral/ web conference
- Case Method
- Cooperative Learning
- Problem-based learning

6. LEARNING ACTIVITIES

Below, the types of training activities that will be carried out and the student's dedication in hours to each of them are identified:

Campus-based mode:

Training activity	Number of hours
Master Classes	24
Asynchronous Masterclasses	6

Debates and colloquia	15
Case Analysis	30
Preparation of reports and briefs	15
Group Tutorials	10
Self-employment	50
TOTAL	150

7. ASSESSMENT

The following is a list of the assessment systems, as well as their weight on the total grade of the subject:

Campus-based mode:

Evaluation system	Weight
Face-to-face knowledge tests	40.0
Oral presentations	10.0
Reports and briefs	20.0
Case/problem	20.0
Performance Observation	10.0

On the Virtual Campus, when you access the subject, you will be able to consult in detail the assessment activities you must carry out, as well as the deadlines and assessment procedures for each of them.

7.1. Ordinary call

To pass the subject in the ordinary session, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) of the subject.

In any case, it will be necessary that you obtain a grade greater than or equal to 4.0 in the final test, so that it can average with the rest of the activities.

7.2. Extraordinary call

To pass the subject in the ordinary session, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) of the subject.

In any case, it will be necessary that you obtain a grade greater than or equal to 4.0 in the final test, so that it can average with the rest of the activities.

Activities that have not been passed in the ordinary call must be submitted, after having received the corresponding corrections from the teacher, or those that were not delivered.

8. SCHEDULE

This section indicates the schedule with deadlines for assessable activities of the subject:

Assessable activities	Date
Activity 1. Forum-group work	Week 1,2,3
Activity 2. Knowledge Test	Week 5
Activity 3. Required Reading	Week 6,7,8
Activity 4. Group work-exhibition	Week 9,10,11
Activity 5. Proof of Knowledge	Week 18,19

This schedule may be modified for logistical reasons. Any modification will be notified to the student in a timely manner.

9. BIBLIOGRAPHY

The reference work for the follow-up of the subject is:

The recommended bibliography is as follows:

- Austin, J.: How to Do Things with Words, Paidos, 1982.
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- Todorov, T.: Theories of the Symbol, Monte Avila, 1990.

10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

From the Educational Guidance and Diversity Unit (ODI) we offer accompaniment to our students throughout their university life to help them achieve their academic achievements. Other pillars of our action are the inclusion of students with specific educational support needs, universal accessibility on the different campuses of the university and equal opportunities.

This Unit offers students the following:

1. Accompaniment and follow-up through the realization of personalized advice and plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made, that is, at the level of methodology and evaluation, for those students with specific educational support needs, thus pursuing equal opportunities for all students.
3. We offer students different extracurricular training resources to develop various skills that will enrich them in their personal and professional development.
4. Vocational guidance through the provision of tools and advice to students with vocational doubts or who believe that they have made a mistake in the choice of the degree.

Students in need of educational support can write to us at:

orientacioneducativa@universidadeuropea.es

11. SATISFACTION SURVEYS

Your opinion matters!

Universidad Europea encourages you to participate in satisfaction surveys to identify strengths and areas for improvement in the teaching staff, the degree and the teaching-learning process.

Surveys will be available in the survey space on your virtual campus or via email.

Your assessment is necessary to improve the quality of the degree.

Thank you very much for your participation.