

1. BASIC DETAILS

Course	Professional Legislation
Degree	Bachelor's Degree in Advertising
School/Faculty	Social and Communication Sciences
Year	2º
ECTS	3 ECTS
Type	Compulsory
Language(s)	Spanish
Delivery Mode	On campus
Semester	1st semester

2. INTRODUCTION

Professional Legislation is a compulsory course in the second semester of the second year in the syllabus of the Bachelor's Degree in Advertising at Universidad Europea de Madrid.

Throughout the course, students will learn about legal perspective, the communication market with particular emphasis on advertising, the various means of communication and their regulation, fundamental rights and freedoms and how these operate in the sector, as well as the fundamental importance of copyright and the protection of authors' creations in the current digital economy. In short, students will go deeply into the advertising market and the way in which it is regulated in this course.

Furthermore, the main aim of the subject is for students to acquire knowledge about the legal system of the subjects involved in advertising activity (advertisers, agencies, means of advertising, etc.) and of the typical advertising contracts used by these subjects to carry out their advertising activity.

The handling of various cases of illicit advertising and the actions that may be taken against this, including criminal action in the most serious cases of deceptive advertising, is also of significant importance in the content of the subject. Advertising self-regulation techniques as an alternative method for conflict resolution in advertising is also covered.

3. SKILLS AND LEARNING OUTCOMES

Key skills (CB, by their acronym in Spanish):

CB2 - Students can apply their knowledge to their work or vocation in a professional manner and possess the skills which are usually evident through the forming and defending of opinions and resolving problems within their study area

CB3 - Students have the ability to gather and interpret relevant data (usually within their study area) to form opinions which include reflecting on relevant social, scientific or ethical matters

CB4 - Students can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences

CB5 - Students have developed the learning skills necessary to undertake further study in a much more independent manner

Transversal skills (CT, by their acronym in Spanish):

CT1 - Ethical values: Ability to think and act in line with universal principles based on the value of a person, contributing to their development and involving commitment to certain social values.

CT2 - Independent learning: Skillset for choosing strategies to search, analyse, evaluate and manage information from different sources, as well as to independently learn and put into practice what has been learnt

CT3 - Teamwork: Ability to integrate and collaborate actively with other people, areas and/or organizations to reach common goals.

CT4 - Written/spoken communication: Ability to communicate and gather information, ideas, opinions and viewpoints to understand and be able to act, spoken through words or gestures or written through words and/or graphic elements

CT5 - Analysis and problem-solving: Be able to critically assess information, break down complex situations, identify patterns and consider different alternatives, approaches and perspectives in order to find the best solutions and effective negotiations

CT9 - Global mindset: Be able to show interest in and understand other customs and cultures, be aware of your own biases and work effectively as part of a global community.

Specific skills (CE, by their acronym in Spanish):

CE23 - Ability to evaluate and contextualise the information provided by different sources and channels of a legal and social nature in order to select the essential (and, where appropriate, complementary) aspects that must be offered to audiences when carrying out campaigns.

CE24 - Recognise social, political and economic aspects of the Spanish state and its international environment, in the scope of advertising activity.

Learning outcomes (RA, by their acronym in Spanish):

- RA1: Recognise and analyse the legal implications of means of communication in our society.
- RA2: Conduct critical thinking on the social responsibility of means of communication and application in the field of legal advertising.
- RA3: Have knowledge of the legal framework in which communication professionals carry out their advertising activity.
- RA4: Understand the limits of the advertising professional practice. Know the deontology of the advertising profession.

Skills	Learning outcomes
CB3, CT5, CE24	RA1
CB3, CT5, CE24	RA2

4. CONTENTS

Legal basis of advertising legislation, analysis and exposure of the case environment of law in the communication sector, with particular impact on the various pragmatic environments of the advertising profession.

5. TEACHING/LEARNING METHODS

ON CAMPUS STUDY MODE

- Lecture/online conference
- Case studies
- Collaborative learning
- Problem-based learning
- Project-based learning

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

On-campus:

Learning activity	Number of hours
Lectures	15

Asynchronous lectures	5
Case study analysis	5
Oral presentations	10
Drawing up reports and written work	10
Group tutorials	5
Independent working	25
TOTAL	75

7. ASSESSMENT

The assessment methods, plus their weighting in the final grade for the course, are as follows:

On-campus:

Assessment system	Weighting
On-campus knowledge tests	40.0
Oral presentations	10.0
Reports and written work	20.0
Case study/problem scenario	10.0
Performance observation	20.0

On the Virtual Campus, when you open the course, you can see all the details of your assessment activities and the deadlines and assessment procedures for each activity.

8. BIBLIOGRAFÍA

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

The recommended bibliography is indicated below:

ALONSO PALMA, Ángel Luis, *Propiedad Intelectual y Derecho Audiovisual*, Cuarta Edición, CEF, Madrid 2017.

BALAGUER CALLEJÓN, María Luisa, *Derecho de la información y de la comunicación*, Segunda Edición, TECNOS, Madrid, 2016.

BROSETA PONT, Manuel y MARTÍNEZ SANZ, Fernando, *Manual de Derecho Mercantil*, 25ª Edición, TECNOS, Madrid, 2018.

GUICHOT, Emilio (Coord.), *Derecho de la Comunicación*, Quinta Edición, IUSTEL, Madrid, 2018.

SANTAELLA LÓPEZ, M. Derecho de la Publicidad. Edit. Civitas. Madrid, 2003.

SERRANO GÓMEZ, Eduardo (Dir.), *Medios de comunicación, contenidos digitales y derecho de autor (Propiedad intelectual)*, REUS, Madrid, 2019.

TORRES LOPEZ, María Asunción, SOUVIRÓN MORENILLA, José María y ROZADOS OLIVA, Manuel Jesús (Directores), *Elementos para el estudio del Derecho de la comunicación*, Tercera Edición, TECNOS, Madrid, 2019.

URÍAS, Joaquín, *Principios de Derecho de la información*, Tercera Edición, TECNOS, Madrid, 2014.

VV.AA., *Derecho de la Publicidad*, THOMSON REUTERS (LEX NOVA), Madrid, 2015.