

1. BASIC DETAILS

Course	Professional Ethics and Efficiency
Degree	Bachelor's Degree in Advertising
School/Faculty	Social and Communication Sciences
Year	2º
ECTS	6 ECTS
Type	Compulsory
Language(s)	Spanish
Delivery Mode	On campus
Semester	1st semester

2. INTRODUCTION

Professional Ethics and Efficiency is a compulsory subject in the Bachelor's Degree in Advertising in the second year of this Bachelor's Degree, with a value of 6 ECTS credits. This is an essential subject which strengthens the field of Social and Communication Sciences in the Bachelor's Degree in Advertising. The subject places fundamental importance on the curricular itinerary of students, due to its transversal nature, which includes content related to ethics, sociology and philosophy. The course analyses the ethical and deontological implications of means of communication in our societies. As this is a transversal course, it aspires students to think critically about the responsibility that falls on the media, as well as the role that this has in the development of democratic societies.

3. SKILLS AND LEARNING OUTCOMES

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

CB1- Students have shown their knowledge and understanding of a study area originating from general secondary school education, and are usually at the level where, with the support of more advanced textbooks, they may also demonstrate awareness of the latest developments in their field of study

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

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.

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

CT7 - Leadership: Be able to direct, motivate and guide others by identifying their skills and abilities, in order to effectively manage their development and common interests

CT8 - Entrepreneurial spirit: Ability to take on and carry out activities that generate new opportunities, foresee problems or lead to improvements

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

CE01 - Ability to generate content applied to new social media.

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

CE11 - Ability to develop the communication skills needed to present advertising campaigns

CE19 - Ability to develop critical thinking to analyse imbalances in global society and the evolution of new environments of social activism, political participation and strengthening of democracy and free thinking.

CE21 - Recognise the different theories and processes of the cognitive and behavioural processes applied which are involved in the advertising process

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

- RA1: From an ethical point of view, analyse cases related to their professional activity, taking decisions and defending them in a reasonable way.
Distinguish an ethical dilemma by means of reasoned and justified arguments.
Recognise and accept the consequences derived from their own and other people's actions.
Give value judgements on their own and other people's attitudes and behaviour based on rules laid down.
Use information, resources and technology themselves to achieve their learning outcomes.
Apply theoretical knowledge to the professional practice.

- RA2: Solve problems on the basis of premises or information.
 Prove their ability when new problems are posed and look for a solution independently.
 Take part and collaborate actively in working groups.
 Ask for ideas and opinions for decision-making and joint plans.
 Take shared responsibility in common projects.
 Recognise and take action against interpersonal conflicts.

Skills	Learning outcomes
CB3, CT7, CE21	RA1
CB3, CT7, CE21	RA2

4. CONTENTS

- Ethical approaches in the various spheres of professional activity.
- Independent learning and self-regulation in personal life and professional practice. Keys to organising and managing teamwork.
- Brand marketing and strategic communication.
- Comprehensive strategic planning.

5. TEACHING/LEARNING METHODS

ON CAMPUS STUDY MODE

- Lecture/online conference
- Case studies
- 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
Debates and discussions	15
Case study analysis	30
Oral presentations	15
Drawing up reports and written work	15
Group tutorials	10
Independent working	45
TOTAL	150

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	20.0
Reports and written work	20.0
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:

- AGEJAS, José Angel y SERRANO, Francisco eds., *Ética de la información y de la comunicación*, Ariel, Barcelona, 2002.
- ARROYO, Isidoro, *Ética de la imagen*, Madrid, Laberinto Ediciones, 2000.

- AZNAR, Hugo, *Comunicación responsable: deontología y autorregulación de los medios*, Ariel, Madrid, 1999.
- AZNAR, Hugo, *Ética y periodismo: códigos, estatutos y otros documentos de autorregulación*, Paidós, Barcelona, 2000.
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- CHOMSKY, N.; RAMONET, I.: *Cómo nos venden la moto: Información, poder y concentración de medios*. Madrid, Icaria, 2010.
- CORTINA, A. (2009). *Ética mínima*. Madrid: Tecnos.
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- PLAZA, J.F. y DELGADO, C.: *Género y Comunicación*. Madrid, Fundamentos, 2007.
- PÉREZ LUÑO, A. E. (2009). *Teoría del Derecho*. Madrid: Tecnos.
- SANCHEZ LEYVA, M. J. (coord.): *Crítica feminista y comunicación*. Madrid, Comunicación social, 2007.
- SAVATER, F. (1995). *Diccionario filosófico*. Barcelona: Planeta. • SAVATER, F. (1988). *Ética como amor propio*. Barcelona: Mondadori.
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- WALZER, M. (2010). *Pensar políticamente*. Barcelona: Paidós.
- Warburton, N., "El bien y el mal", en Id., *Filosofía básica*, Madrid: Cátedra, 1997.