1. BASIC DETAILS

Course	Social Research Methods
Degree	Bachelor's Degree in Advertising
School/Faculty	Social and Communication Sciences
Year	3º
ECTS	6 ECTS
Type	Compulsory
Language(s)	Spanish
Delivery Mode	On campus
Semester	2nd semester

2. INTRODUCTION

Social Research Methods is a compulsory course in the syllabus of the Bachelor's Degree in Advertising of Universidad Europea de Madrid. It covers the general characteristics of scientific research methods, particularly directed towards social sciences. Phases of research (quantitative approach and particularly qualitative approach). Characteristics of a scientific publication. Design guidelines for the Final Dissertation.

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

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

CT6 - Adapting to change: Be able to accept, consider and integrate different perspectives, adapting your own approach as required by the situation at hand, and to work effectively in ambiguous situations

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

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):

CE02 - Ability to recognise the different theories and trends of social communication and the historical models of advertising communication.

CE03 - Knowledge of each of the inter- and intra-action spheres in the structural ecosystem of advertising.

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.

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

RA1: Students will acquire the skills and knowledge required to put the basic techniques of social research into practice, particularly directed towards preparation of the Final Dissertation.

Skills	Learning outcomes

CB4, CT4, CE19	RA1

4. CONTENTS

- General characteristics of scientific research methods, particularly directed towards social sciences.
- Phases of research (quantitative approach and particularly qualitative approach).
- Characteristics of a scientific publication.
- Design guidelines for the Final Dissertation.

5. TEACHING/LEARNING METHODS

ON CAMPUS STUDY MODE

- Lecture/online conference
- 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	13
Asynchronous lectures	7
Drawing up reports and written work	20
Group tutorials	5
Independent working	10
Research (scientific/case studies) and Projects	20
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
Reports and written work	30.0
Project/ Final dissertation	30.0

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. BIBLIOGRAPHY

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

A continuación, se indica la bibliografía recomendada:
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