

1. BASIC DETAILS

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

2. INTRODUCTION

The Influence and Personal Impact course in the Skills Development module aims to provide students with tools so that, firstly, they can improve their communications skills by understanding the essential elements involved in influence mechanisms and persuasion, and secondly, so that they can apply them to their professional activity in the area of their degree.

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

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

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):

CE04 - Ability to develop effective communications and activities for corporate and institutional audiences, combining consumer knowledge and large-scale analysis to make it possible to build and maintain the strong reputation and value of institutions, companies and bodies.

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

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

RA1: Recognise the importance of communication in professional practice. Use strategies to communicate effectively when both speaking and writing. Use interpersonal understanding skills in different contexts.

RA2: Observe the communication standards in multicultural environments. Be self-aware and control their emotions. Listen attentively, observe and notice what is not shown in interpersonal relationships. Understand attitudes, interests, needs and perspectives of others.

RA3: Focus on the development of others. Interpret events and situations from different points of view. Identify new opportunities and resistances to changes. Take reasoned decisions at times of uncertainty. Adapt their behaviour in line with different situations.

Skills	Learning outcomes
CB4, CT4, CE11	RA1
CB4, CT4, CE11	RA2

CB4, CT4, CE11	RA3
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4. CONTENTS

- Communication in the professional world.
- Emotional intelligence in interpersonal relationships.
- The success of change: The ability to adapt.

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:

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Aristóteles (1996). *Poética*. Barcelona: Icaria.

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