

1. BASIC FACTS

Subject	Bachelor's Thesis
Titration	Bachelor's Degree in Advertising
School/ Faculty	Faculty of Social Sciences and Communication
Course	Room
ECTS	9 ECTS
Character	Compulsory
Language(s)	Spanish
Modality	Face
Semester	S7 & S8
Academic year	2023/2024
Coordinating Teacher	Jose Antonio Sánchez Sanz

2. PRESENTATION

"Final Degree Project" is a subject of the Bachelor's Degree in Advertising, with a value of 9 ECTS. This subject aims for the student to accredit the knowledge and skills acquired during the degree focused on a subject of free choice that, supervised by a director, is related to the professional reality and allows them to demonstrate the ability to generate content related to their profession.

3. COMPETENCIES AND LEARNING OUTCOMES

Core competencies:

CB2 - 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 defence of arguments and the resolution of problems within their area of study

CB3 - Students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include reflection on relevant social, scientific or ethical issues

CB4 - Students to be able to transmit information, ideas, problems and solutions to both a specialized and non-specialized audience

CB5 - Students must have developed the learning skills necessary to undertake further studies with a high degree of autonomy

Transversal competencies:

CT1 - 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.

CT2 - Autonomous learning: A set of skills to select strategies for searching, analyzing, evaluating, and managing information from a variety of sources, as well as to learn and put into practice independently what has been learned

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

CT4 - 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

CT5 - Analysis and Problem Solving: Be able to critically evaluate information, break down complex situations into their constituent parts, recognize patterns, and consider other alternatives, approaches, and perspectives to find optimal solutions and efficient negotiations

CT6 - Adaptation to change: Being able to accept, assess and integrate different positions, adapting one's own approach as the situation requires, as well as working effectively in situations of ambiguity

CT7 - Leadership: Be able to guide, motivate and guide other people, recognizing their abilities and skills to effectively manage their development and common interests

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

CT9 - Global mindset: Be able to show interest in and understand other standards and cultures, recognize one's own predispositions, and work effectively in a global community.

Specific competencies:

- CE01 - Acquisition and development of a critical spirit for the perception and analysis of socio-political, historical, economic, cultural, scientific, sporting phenomena, etc.

surround you

- CE04 - Ability to analyse, synthesize and effectively communicate very diverse content to equally diverse target audiences
- CE10 - Ability to recognize, choose and use the different methods and techniques of social research applied to journalism
- CE11 - Knowledge of documentary processes and analysis of data and sources for the exercise of their profession
- CE17 - Ability to know and correctly apply the English language, both oral and written, in the professional field as a basic tool in the journalism industry.

Learning Outcomes:

RA1: Integrate and apply the knowledge and skills acquired in the bachelor's degree in RA2: field of study related to the professional field. o Elaborate, defend RA3: arguments and solve problems within the scope of reference.

RA4: Gather and interpret relevant data and make judgments that include reflection on social, scientific or ethical issues.

RA5: Demonstrate a high degree of autonomy and confidence in their own judgment.

RA6: Development of the student's creative and innovative capacity.

The table below shows the relationship between the competencies developed in the subject and the learning outcomes pursued:

Competences	Learning Outcomes
CB2, CB3, CB4, CB5 CT1, CT2 CT3 CT4 CT5 CT6 CT7 CT8 CT9	RA1, RA2, RA3, RA4, RA5, RA6,

4. CONTENTS

UA 1. Presentation of the subject

T1.- Choice of topic

T2. Assignment of TFG UA2

director.- Deliverables

T3. Meetings with the director

T4.- December

Deliverable T5.- February

Deliverable

T.6. Deliverable

April UA3.- Defense

of the

TFG T7.- Apto del tutor.

T8.- Subida of the TFG

T9.- Convocation of the Tribunal.

5. TEACHING-LEARNING METHODOLOGIES

The following are the types of teaching-learning methodologies that will be applied:

- Masterclass
- Project-based learning

6. TRAINING 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:

Face-to-face modality:



Training activity	Number of hours
Master Classes	10 a.m.

Asynchronous Masterclasses	10
Preparation of reports and briefs	60
Group Tutorials	15
Self-employment	70
Research (Scientific/Case) & Projects	60
TOTAL	225h

7. EVALUATION

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

Face-to-face modality:

Evaluation system	Weight
Project/ TFG	50.0
Public exhibition of the TFG	50.0

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 call, you must have the PASS of the director as well as all the credits of the degree approved.

After that, the tribunal is convened. Its members will measure:

- 1) Academic and professional maturity (50% of the grade)

The student will have to demonstrate that he/she can produce a work with professional quality standards, capable, therefore, of being exhibited or used or integrated in any professional field.

In the case of opting for an Academic TFG, the work would have to meet as much as possible the requirements to be presented in an academic journal or at a conference (we insist on the need to consult academic journals).

The student will have to demonstrate that he/she knows and handles the general and specific sources and references, as well as the most significant authors of the degree.

The student will have to demonstrate that they are able to process and cite these sources, authors and works.

2) Director's report (10% of grade)

The supervisor's report and signature will be taken into account by the board and may have a weight of up to 10% of the final grade obtained by the TFG.

3) Oral defense of the project (30% of the grade)

The student will have to demonstrate that he/she has mastered the skills, competencies and knowledge listed in the description of the degree through the oral defense of his/her project and must respond adequately to the questions raised by the members of the examination board.

4) In addition, other factors will also be taken into account by the board (10% of the mark):

- o Impact: The project should seek visibility and recognition within its profession or field of activity. If possible, you should seek the support of active professionals and the documented interest of companies and professionals or specialists in your project.
- o Creativity. Ability to propose and develop new and original solutions that add value to problems posed even from areas other than the problem itself.
- o Novelty: The prospective attitude in relation to the area, its novelty and integration and development of new techniques will be assessed.
- o Application to the real world: The application of the project in the professional world will be positively valued.

7.2. Extraordinary call

To pass the subject in the extraordinary 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.

To pass the subject in the extraordinary call, you must have the PASS of the director, as well as all the credits of the degree approved.

After that, the tribunal is convened. Its members will measure:

1) Academic and professional maturity (50% of the grade)

The student will have to demonstrate that he/she can produce a work with professional quality standards, capable, therefore, of being exhibited or used or integrated in any professional field.

In the case of opting for an Academic TFG, the work would have to meet as much as possible the requirements to be presented in an academic journal or at a conference (we insist on the need to consult academic journals).

The student will have to demonstrate that he/she knows and handles the general and specific sources and references, as well as the most significant authors of the degree.

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8. SCHEDULE

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

Assessable activities	Date
Activity 1. Choice of theme. The student must fill in the form indicating the degree, the provisional title and a description of the project to assess its suitability to the grade level and assign it an appropriate director.	Until October 15
Activity 2. December Deliverable The first coordination meetings with the director take place. The delivery schedule is established. 10% must already be written (about two thousand words).	November/December
Activity 3. February Deliverable You should have already written 60% (about two thousand words).	February
Activity 4. April Deliverable The entire project must be written down.	April
Activity 5. MAY Deliverable After delivery, the director will assess the Project PASS or FAIL.	MAY
Activity 6. Convocation of the examination board In the case of having the supervisor's PASS and having passed all the credits of the degree, the examination board is called.	June (ordinary) July (extraordinary)

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:

- Berger, Arthur Asa Media and communication research: an introduction to qualitative and quantitative approaches. Thousand Oakes Sage Publications 2000
- Blanco, Cecilia Surveys and Statistics: Quantitative Research Methods in Social Sciences and Communication. Cordoba Bruges 2011
- Cafarell Serra, Carmen; Gaitán Moya, Juan Antonio; Lozano Ascencio, Carlos, Piñuel Raigada, José Luis. Methodological Trends in Academic Research on Communication, 1st Edition. Ibero-American communication methodologies ISBN: 9788415544692
- Jauset Berrocal, Jordi A. Television Audience Research: Statistical Fundamentals. Barcelona: Paidós, 2000.
- Moreno, Francisco. How to write academic texts according to international standards: APA, IEEE, MLA, Vancouver and Icontec Barranquilla [Colombia]: Uninorte Editions, 2010
- Piñuel Raigada, José Luis General methodology: scientific knowledge and research in social communication. Madrid Synthesis 1995
- Santana Leitner, Andrés. Fundamentals for Social Research. Madrid: Alianza Editorial D.L., 2013
- Vázquez, Gabriela; Atienza, Encarnación. Academic Writing Activities:

- How do you write an essay? Madrid Edinumen [2001]
- Wolf, Mauro Mass Communication Research. 2nd ed., Barcelona: Paidós, 1991.

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.