

1. BASIC DETAILS

Course	University Activities
Degree	Bachelor's Degree in Advertising
School/Faculty	Social and Communication Sciences
Year	4º
ECTS	6 ECTS
Type	Optional
Language(s)	Spanish
Delivery Mode	On campus
Semester	1st semester

2. INTRODUCTION

The University Activities subject in the Bachelor's Degree in Advertising is focused on developing skills among students to encourage them to take initiative, have a sense of responsibility and collective awareness. Through participation in and organisation of activities that benefit the university community and society as a whole, the intention is for students to be able to apply the knowledge acquired in their degree and positively contribute to their environment.

Throughout the year, students will have the chance to participate in several activities such as sporting, cultural, charity and environmental events, as well as others, which will allow them to apply the theoretical concepts learned in their degree to develop leadership, teamwork, communication and event organisation skills. Critical reflection about the importance of social commitment and responsibility in the building of a fairer and more equitable society will also be encouraged. In short, the University Activities subject is essential in order for Advertising students to acquire skills and values that allow them to positively contribute to their environment and become leaders committed to social transformation.

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

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.

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

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

There are no data

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

RA1: Taking initiative, a sense of responsibility and collective awareness through participation in and/or organisation of activities that benefit the university community or society as a whole.

Skills	Learning outcomes
CB1, CT1	RA1

4. CONTENTS

Accumulative ECTS to be awarded:

1 ECTS in the Welcome Mentor Programme.

1 to 4 ECTS for activities in each Faculty/School.

1 to 4 ECTS for University Life activities (workshops, conferences or Cultural Passport).

1 to 4 ECTS for taking part in voluntary work.

1 to 4 ECTS for taking part in sports Promotions.

1 to 4 ECTS for Career activities.

1 to 4 ECTS for taking part in professional laboratories and in chairs of the University.