

1. BASIC INFORMATION

Course	Personal Influence and Impact
Degree program	Bachelor's Degree in Media Studies
School	Economics, Business and Communication
Year	2
ECTS	6 ECTS
Credit type	Compulsory
Language(s)	English
Delivery mode	On campus
Semester	2
Academic year	2025-2026
Coordinating professor	Rubén Carbayo
Professor	Rubén Carbayo

2. PRESENTATION

The course of Influence and Personal Impact, in the Competence Development module, aims to provide students with the tools so that, first, they can improve their communicative competence by understanding the essential elements involved in the mechanisms of influence and persuasion and, second, they can apply them to their professional performance in the area of their degree.

3. COMPETENCES AND LEARNING OUTCOMES

Core competences:

- CB 3: Students must have the ability to gather and interpret relevant data (usually within their area of study) in order to make judgments that include reflection on relevant social, scientific, or ethical issues.
- CB4: Students should be able to transmit information, ideas, problems and solutions to both a specialized and non-specialized audience.
- CB 5: Students must have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

General competences:

- CG1: Ability to identify, interpret, formulate and solve problems that arise in the field of journalism.
- CG4: Ability to apply new technologies in professional environments in the field of journalism.

Transversal competences:

- CT1: Autonomous Learning: Ability to choose the strategies, tools and moments that they consider most effective to learn and independently put into practice what they have learned.
- CT3: Ability to adapt to new situations: being able to assess and understand different positions, adapting one's own approach as the situation requires it.
- CT7: Awareness of ethical values: Ability to think and act according to universal principles based on the value of the person that are aimed at his or her full development and that entails commitment to certain social values.
- TC8: Information management: Ability to search, select, analyze and integrate information from diverse sources.
- CT12: Critical reasoning: Ability to analyze an idea, phenomenon or situation from different perspectives and to take on one's own personal approach, built on the basis of rigor and reasoned objectivity, and not on intuition.
- TC13: Problem solving: Ability to find a solution to a confusing issue or a complicated situation without a predefined solution, which makes it difficult to achieve an end.
- TC16: Decision-making: Ability to make a choice among existing alternatives or ways to effectively solve different situations or problems.
- CT17: Teamwork: Ability to integrate and collaborate actively with other people, areas and/or organizations to achieve common goals.
- TC18: Use of information and communication technologies (ICTs): Ability to effectively use information and communication technologies as a tool for searching, processing and storing information, as well as for the development of communication skills.

Specific competences:

- CE6 Ability to prioritize the importance of the information, or other content to be covered, and the resources to be devoted to them.
- CE8. Ability to think, analyze, innovate and manage creatively within a multidisciplinary project, and integrate the elements that make up a journalistic narrative in the most appropriate way for each specific content.
- CE9. Knowledge of the principles that govern audiovisual design and editing applied to journalistic content.
- 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.
- CE13. Know the relationship between mass media and entertainment content, and be able to use the characteristics of the former to develop content.
- CE16. Ability to innovate, analyze and criticize new journalistic proposals and products in audiovisual media and other media when creating new formats.
- CE21. Knowledge of marketing instruments applied to journalism and new ways of marketing content.

The following table illustrates the relationship between the competences developed in the course and the learning outcomes pursued.

Competencies	Learning Outcomes
RA 1: CT1 CT3 CT12 CT13 CT16 CT17 CT18 CT8 CE5 CB1 CB3	RA1 Recognize the importance of communication.
RA2: CT1 CT3 CT7 CT 8 CT13 CT12 C16 CT17 CT18 CE5 CB1 CB3 CB5	RA2: Use strategies to communicate effectively, both orally and in writing.
RA3: CT 13 CT 16 CT17 CT7 CT3	RA3: Apply interpersonal comprehension skills in different contexts.
RA4: CT 13 CT16 CT17 CT7 CT3 CB3 CB5	RA4: Respecting communication rules in multicultural environments
RA5: CT1 CT3 CT7 CB1 CB5	RA5: Becoming aware of oneself and controlling emotions.
RA6: CT1 CT3 CB3 CB5	RA6: Listen carefully, observe and perceive.
RA7: CT7 CT2 CT13 CT16 CT17 CB5	RA7: Understand attitudes, interests, needs and perspectives
RA8: CT7 CT1 CT3 CT12 CT13 CT17	RA8: Orientate towards the development of others.
RA9: CB3 CB5 CT1 CT3 CT12 CT13 CT16 CT17	RA9: Interpret facts and situations from different points of view.
RA10: CT1 CT3 CT8 CT12 CT13 CT16 CT17 CT18 CB3 CB1 CB5 CE5	RA10: Identify new opportunities and resistance to change.
RA11: CT8 CT12 CT13 CT16 CT18 CB3 CB5	RA11: Making decisions in times of uncertainty.
RA12: CT1 CT3 CT7 CT12 CT3 CT 17 CE5 CB5	RA12: Adapting your behavior to different situations.

4. CONTENT

UNIT 1. Communication in a professional setting

- T1. Personal and professional effectiveness
- T2. Active Listening and empathy
- T3. Non verbal communication
- T4. Assertiveness and Feedback
- T5. Neuro-Linguistic Programming and Rapport
- T6. Persuasion and negotiation

UNIT 2. Emotional intelligence, behavior and psychology in interpersonal relationships

- T7. Emotions and behavior

T8. Emotional intelligence

T9. Behavior and psychology in interpersonal relationships

UNIT 3. Success during change: The ability to adapt

Topic 10. Motivation & Thrive

Topic 11. Time and tasks management

Topic 12. Personal management

5. TEACHING-LEARNING METHODOLOGIES

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

- Masterclass.
- Case method.
- Cooperative learning.
- Problem-based learning.
- Project-based learning.

6. LEARNING ACTIVITIES

The types of training activities that will be carried out and the student's dedication in hours to each of them are identified below:

Training activity	Number of hours
Debates	20
Case analysis and problem solving	30
Deliverables and testing	25
Material review and analysis	30
Freelance work	40
Tutorials	5
TOTAL	150

7. ASSESSMENT

The evaluation systems are listed below, as well as their weight on the total grade:

Assessment activity	Weight
Test	30%
Class activities and deliverables	30%
Practices	20%
Performance observation	20%

On the Virtual Campus you will be able to consult in detail the evaluation activities you must carry out, as well as the delivery dates and evaluation procedures for each of them.

7.1. First exam period

To pass the course in the ordinary call, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) of the course.

In any case, it will be necessary for you to obtain a grade greater than or equal to 4.0 in the tests so that they can average with the rest of the activities.

7.2. Second exam period

To pass the course in the ordinary call, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) of the course.

In any case, it will be necessary for you to obtain a grade greater than or equal to 4.0 in all submissions so that they can average with the rest. All submissions must be uploaded to the virtual campus to be evaluated. Deliveries not delivered in a timely manner will have a grade of 0.

8. SCHEDULE

This section indicates the schedule with delivery dates of assessable activities:

Assessment activity	Date
Activity 1	Weeks 4-6
Activity 2	Weeks 7-8
Activity 3	Weeks 12-14
Test	Weeks 16-18

The specific date of delivery or completion of each of the activities will be specified on the virtual campus. If there is any change on these dates for organizational reasons, it will be communicated in a timely manner by the professor on the virtual campus.

9. BIBLIOGRAPHY

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10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

From the Educational Guidance and Diversity Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the students' inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

From this unit we offer our students:

1. Accompaniment and follow-up by mean of counselling and personalized plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing equal opportunities for all students.
3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of 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 detect strengths and areas for improvement regarding the faculty, the degree program and the teaching-learning process.

The surveys will be available in the survey area of your virtual campus or through your e-mail address.

Your assessment is necessary to improve the quality of the degree program.

Thank you very much for your participation.