Universidad Europea ANDALUCÍA

1. BASIC INFORMATION

Subject/Module	Creative & Production Tools I
Titration	Degree in Marketing
Faculty/School	Facultad de Ciencias Sociales
Course	1
Credits (ECTS)	6 ECTS
Character	Basic
Language/s	Spanish and English
Modality	Presential
Semester	First semester
Academic year	2025-2026
Coordinating Teacher	

2. PRESENTATION

The global, technological and rapidly changing context in which we find ourselves is causing disciplines that were not previously so inherent to the work of the marketing and communication professional, to now be an essential part of the job description demanded by the new digital economy and sustainable development. The knowledge and basic use of specific tools and technologies linked to the design of visual communications, presentations and reports, both in printed and digital formats, will facilitate the development of differentiating skills and the acquisition of knowledge that will make them a much more complete, empathetic and flexible professional, capable of working in multidisciplinary teams.

3. LEARNING OUTCOMES

Knowledge:

KNO06. Recognize the different digital platforms related to digital entrepreneurship and e-commerce, online communication, new digital environments and social networks, as well as new customer relationship systems (CRM).

- Explain the basic knowledge that employers require from marketing teams as a starting point in the three basic formats used in the area of operational marketing: image, audio and video.
- Explain the evolution of applied technology.
- Describe the creative environment in the marketing production ecosystem.
- Define production strategies for the application of marketing projects applied to current markets.

Skills:

SK02. Design products, services or communication pieces, capable of generating value for the market and profitability for the company.

SK04. Manage the tools they will use in their incorporation into the world of work in the area of digital marketing, market research and data analysis.

- Monitor and forecast the main phases of a creative and production process.
- Handle the tools they will use when they join the world of work in the area of marketing, thanks to the eminently practical nature of the subject.

Competences:

CMPT05. Apply the necessary communication concepts, generating effective messages, using the right channels and adapting to the target audience.

CMPT06. Apply the techniques that allow leading and energizing the creative sessions to guide them towards the design of actions that are respectful of democratic values.

CMPT21. Use information and communication technologies for data research and analysis, research, communication and learning.

4. CONTENTS

The contents of the subject/module are indicated below:

- Image creation and processing tools.
- You will be able to handle tools similar to Photoshop, Illustrator, etc.
- Video creation and processing tools. Tools similar to Final Cut, Movie Maker or equivalent can be handled.
- Audio creation and processing tools, such as Audacity or similar.
- Tools for generating presentations among which PowerPoint could be found.
- Tools for generating publications, Prezzi, Publisher, or similar.

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies that will be developed throughout the subject/module are indicated below:

- Masterclass
- Case Method
- Project-based learning

6. LEARNINGS ACTIVITIES

The types of training activities planned are detailed below, including the dedication in hours expected by the student for each of them:

Training activity	Number of hours
Lectures	10
Practical application seminars	20
Case Analysis	20
Oral presentations of papers	2
Research and projects	12
Activities in workshops and/or laboratories	8
Freelance work	56
Debates and colloquia	8
Academic tutoring	12
Face-to-face tests and assessment	2
TOTAL	**150**

7. CONTINOUS ASSESSMENT

Each assessable learning activity represents an opportunity for the student to make progress, receive feedback, and consolidate knowledge, skills, and competences. The Learning Outcomes outlined in this guide provide direction for this process and serve as benchmarks for their achievement.

Listed below are the assessment systems used and the weight each one carries towards the final course/module grade:

Campus-based mode:

Evaluation system	Weight (%)
Face-to-face knowledge tests	40%-50%
Oral presentations of papers	5%-10%
Case/Problem	10%-30%
Research and projects	5%-20%
Workshop/laboratory practice notebook	10%-20%

In the Virtual Campus, when you access the corresponding course/module you will find information regarding the evaluation systems, including the due dates and the procedures applicable to each of them.

7.1. First exam period

In order to pass the course/module in the ordinary call, the student must obtain a grade greater than or equal to 5.0 (out of 10), in all the evaluation systems proposed in this guide. The final grade will be calculated from the weighted average of all the evaluation systems described.

If in any of the evaluation systems proposed in this guide, a grade lower than 5.0 (out of 10) is obtained, the final grade of the course/module will be "fail" even if, in the result of the weighted average, a value higher than 5.0 (out of 10) is obtained. In the latter case, the course/module would still be "failed" obtaining a final grade of 4.0 (out of 10).

Delivery of activities

Compliance with deadlines is essential to ensure the fairness and planning of the training process.
In case of not submitting an evaluable formative activity in due time and form, and without prior justification, it will not be evaluated and, therefore, will be recorded as "not submitted".

The student is encouraged to communicate with sufficient time in advance to the teacher of the course/module, any difficulty that may affect their participation in any activity.

Attendance

Active participation in the training sessions is a key component of learning. In order to pass the course/module, at least 50% attendance is required. If this minimum percentage is not reached, the teacher may consider the course/module as "failed", according to the evaluation regulations of the Universidad Europea de Andalucía.

7.2. Second exam period

The extraordinary exam offers a new opportunity for students to demonstrate their learning. To pass it, it will be necessary to obtain a final grade (weighted average) equal to or higher than 5.0 (out of 10.0).

Delivery of activities

The student must submit and pass those mandatory training activities not delivered or not passed in the ordinary call, respecting the new deadlines established. In case of failure to comply with these new deadlines, the activity will not be evaluated and, therefore, will be recorded as "not presented".

8. SCHEDULE

This section presents the schedule with the delivery dates of the assessable activities of the subject:

Assessable activities	Date
Activity 1	Week 4-5
Activity 2	Week 8-9
Activity 3	Week 12-13
Project	Week 15-16
Face-to-face knowledge test	Week 17-18

This schedule may be modified for logistical reasons of the activities. Any modification will be notified to the student in a timely manner.

9. REFERENCES

The reference works for the follow-up of the subject are:

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10.   AREA OF GUIDANCE, DIVERSITY AND INCLUSION

The Orientation, Diversity and Inclusion Area (ODI) offers support to students throughout their university career, with the purpose of facilitating their academic and personal development, and supporting them in achieving their goals. This area focuses its work on three fundamental pillars: the inclusion of students with specific educational support needs, the promotion of universal accessibility in the educational community and the guarantee of equal opportunities for all.

Among the services offered are:

- **Academic accompaniment and monitoring**, through the provision of counseling and the development of personalized plans aimed at those who need to improve their academic performance.
- **Attention to diversity**, through the implementation of non-significant curricular adjustments - in methodological and evaluation aspects - for students with specific educational support needs, in order to guarantee equal opportunities.
- **Extracurricular training resources**, aimed at the development of personal and professional skills that contribute to the integral growth of students.
- **Vocational guidance**, through the provision of tools and advice to those who have concerns about their choice of degree or are considering a change in their training path.

Students who need educational support can contact the area through the following email: orientacioneducativa@universidadeuropea.es

11.   ONLINE SURVEYS

Participating in satisfaction surveys is an enriching opportunity to contribute to the continuous improvement of the degree, as well as the institution. Thanks to them, it is possible to identify which aspects of academics, the teaching team and the teaching-learning process are working well and which can continue to be improved.

With the aim of encouraging active participation in the completion of surveys among students, different dissemination channels have been launched. The surveys are available in the space set up on the Virtual Campus and are also sent by email for easy access.

The answers collected allow decisions to be made that have a direct impact on the quality of the training experience and on the day-to-day life of the university community.