

# Teaching guide

## IDENTIFICATION DETAILS

Degree:	Journalism		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	BUSINESS MARKETING AND COMMUNICATION		
Type:	Basic Training	ECTS credits:	6
Year:	2	Code:	3246
Teaching period:	Third semester		
Area:	Communication		
Module:	Foundations for a Theory of Journalism		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

## SUBJECT DESCRIPTION

<p>Esta asignatura tiene como objetivo, no solo dotar de las primeras herramientas para un perfil profesional que se requiere en los entornos empresariales modernos en la nueva Comunicaci&oacute;n de Empresa, sino que quiere dar un paso m&aacute;s: pretende crear la conciencia del papel fundamental de la Comunicaci&oacute;n y el Marketing de Empresa como puente de di&aacute;logo entre la sociedad y el mundo empresarial. El aprendizaje del uso de la Comunicaci&oacute;n de Empresa como medio e impulso de una &eacute;tica empresarial y compromiso del cumplimientos de todos los programas y visibilidad de la RSC (Responsabilidad

Social Corporativa)/y de la Sostenibilidad centrada en el ser humano; como ejemplo social en el manejo de situaciones de crisis, reconocimiento de errores, b&uacute;squeda de la verdad, coherencia y transparencia y sobre todo como motor de desarrollo social y apoyo al bien com&uacute;n.</p>

## **SKILLS**

### **Basic Skills**

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

### **General Skills**

To discover, evaluate and compare the various answers regarding existential questions concerning the individual and the community with one's own perspective.

To acquire critical, analytical, synthetic, reflective, theoretical and practical thought to be able to understand and express the reality of the world and man and to convey it through the media, expressing oneself orally, in writing and in audio-visual or multimedia format.

To acquire the ability to consider and creatively respond to the essential questions as to the possible causes and consequences of human, social, political and economic events.

To be able to generate public opinion and build bridges with the various social sectors, allowing for the formation and dissemination of a message and culture for the benefit of mankind, conveying values based on the search for truth and common good.

To learn how to acquire knowledge: to understand the dynamics of personal development through skills in communication, research, critical and creative thought, consideration and execution of action plans, and teamwork.

### **Specific skills**

To identify and appropriately use information sources. To acquire the ability to search, select and prioritise any source or document (written, audio, visual, etc.) useful for the preparation and processing of information, as well as its communicative exploitation for persuasion, fiction or entertainment.

To gain an understanding of informative and communicative processes, as well as of the main currents and theories formalising and criticising them from a conceptual, methodological and research-based standpoint.

To develop criteria for problem-solving and decision-making both on a professional and personal level.

## **DISTRIBUTION OF WORK TIME**

<b>CLASSROOM-BASED ACTIVITY</b>	<b>INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY</b>
60 hours	90 hours