

# Teaching guide

## IDENTIFICATION DETAILS

Degree:	Advertising		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	ADVERTISING COMMUNICATION THEORY		
Type:	Basic Training	ECTS credits:	6
Year:	1	Code:	3338
Teaching period:	First semester		
Area:	Communication		
Module:	Foundations for a General Theory of Advertising		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

## SUBJECT DESCRIPTION

Cada uno de los temas propuestos en Teoría de la Comunicación Publicitaria serán posteriormente abordados en profundidad en otras asignaturas del Grado en Publicidad. El objetivo de esta asignatura es ofrecer una visión global que bajo la perspectiva de la necesaria unidad del saber y la razón ampliada en torno a las preguntas fundamentales, permita al alumno entender los fundamentos del Grado y la relevancia de los contenidos específicos que se impartirán posteriormente en el resto de las asignaturas.

## 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 acquire the ability to express oneself correctly in oral and written form, and in audio-visual or multimedia formats.

To discover and critically value the social impact of the various communication processes and forms.

## Specific skills

To communicate in the language specific to each media platform (press, journals, radio, television and beyond) and in various digital systems that act as a vehicle for communication and mass messages.

To set out reasoned ideas on the basis of argumentation and rhetoric.

## DISTRIBUTION OF WORK TIME

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