

Teaching guide

IDENTIFICATION DETAILS

Degree:	Advertising		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	ENGLISH		
Type:	Basic Training	ECTS credits:	6
Year:	2	Code:	3352
Teaching period:	Third semester		
Area:	Modern language		
Module:	Advertising business system		
Teaching type:	Classroom-based		
Language:	English		
Total number of student study hours:	150		

SUBJECT DESCRIPTION

Equip learners with the knowledge, skills and techniques which will enable them to use the English language as a tool for communication and in the workplace, in particular, within the area of Idiomias. English is a compulsory course, which carries 6 ECTS credits, implying 150 hours of dedication on the learner's part. It is taught in the Third Semester of the Second Year of the Advertising Degree studies. This course is embodied within the Area of Idiomias and within the module: Advertising business system). English forms part of a well rounded, integral education focused on the learner in all of his or her harmoniously integrated dimensions (intelligence, will, emotional nature, sociability, abilities, skills...).

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 gain a specific understanding of each of the subjects that make up the advertising syllabus.

Specific skills

To acquire the ability to express oneself fluently and effectively in English in order to convey messages and information in said language.

Develop oral and written communication in English.

To use the English language for professional development in an international context.

DISTRIBUTION OF WORK TIME

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