

# Teaching guide

## IDENTIFICATION DETAILS

Degree:	Advertising		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	SOCIAL RESPONSIBILITY		
Type:	Basic Training	ECTS credits:	6
Year:	2	Code:	3354
Teaching period:	Third-Fourth semester		
Area:	Company		
Module:	Advertising business system		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

## SUBJECT DESCRIPTION

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## 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
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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 critical, analytical, synthetic, reflective, theoretical and practical thought to be able to understand reality and convey this understanding in the media.

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.

To nurture attitudes of leadership and social responsibility at both a personal and professional level.

### Specific skills

To gain an understanding of contemporary Spanish, European and international persuasive strategies and tactics, as well as of theories, concepts and currents studying them, based on the analysis of and research on the messages conveyed and their social impact.

To gain an understanding of the structure, operation and management of companies in the advertising and communication sector.

To develop a specific joint social service project.

### DISTRIBUTION OF WORK TIME

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