

Teaching guide

IDENTIFICATION DETAILS

Degree:	Marketing		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Law, Business and Governance		
Course:	INTRODUCTION TO THEOLOGY		
Type:	Compulsory	ECTS credits:	6
Year:	4	Code:	7641
Teaching period:	Seventh semester		
Area:	Anthropology		
Module:	Business management and human development tools		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

SUBJECT DESCRIPTION

Al mismo tiempo, se analizan las conexiones que el mundo del marketing puede tener con la cuestión del sentido de la vida, esclareciendo tanto sus posibilidades como sus limitaciones en su reflexión y en su resolución.

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

Capacity for analytical, synthetic thought applied to business decision-making.

To understand marketing and enterprise as a service for the people within a company and society in general.

An ability to learn independently.

Specific skills

To describe and engage with university work tools: text commentary, analysis, summary and the preparation of a research project, in order to develop habits of rigorous thought.

To be familiar with the essence of mankind, drawing on the dignity of humans from their essence, and analysing the historical evolution of these ideas in theory and practice.

To raise awareness about environmental and social problems, forging attitudes of respect and dialogue with regard to other cultures and religions in the search for the truth, focussing especially on the values of ecology, equality, peace and democracy.

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

DISTRIBUTION OF WORK TIME

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