

Teaching guide

IDENTIFICATION DETAILS

Degree:	Advertising		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	PROFESSIONAL ETHICS AND DEONTOLOGY		
Type:	Compulsory	ECTS credits:	6
Year:	3	Code:	3361
Teaching period:	Fifth-Sixth semester		
Area:	Anthropology		
Module:	Foundations for a General Theory of Advertising		
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

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 debate conflicting ideas, thereby generating meeting forums for individuals or social groups from different walks of life.

To learn to research by connecting each item of information or discovery to the existential concerns present in personal and social life.

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

Specific skills

To be able to establish a dual anthropology (bio-psychic unit) and dignity of a human being, and to reflect on the existential scope of that idea of man.

To analyse the social impact of new technologies and modern communication, and of the mediation afforded by the communicative and social systems.

To gain an understanding of professional ethics and deontology in order to identify the best means of acting personally and professionally.

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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