

Degree-Final Project

Code: 103152

ECTS Credits: 12

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	OB	4	0

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

Contact

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Use of Languages

Principal working language: catalan (cat)

Some groups entirely in English: No

Some groups entirely in Catalan: No

Some groups entirely in Spanish: No

Teachers

Carme Ferré Pavia

Prerequisites

It is necessary to course all the first year and 2/3 of the amount of total credits corresponding the degree, 160 ECTS. Each year has 10 courses of 6 credits, a total of 60 credits/year. Two complete years passed imply 120 credits or 180 credits three complete years.

Is recommended to read carefully all the information in the Faculty web and consult the refreshments.

Objectives and Contextualisation

The aim of the Treball de Fi de Grau (Degree Final Work) is to develop the competencies that the degree determines, giving the students tools to study in superior grades and to work in the communication field as well.

Competences

- Demonstrate a critical and self-critical capacity.
- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Demonstrate ethical awareness as well as empathy with the entourage.
- Develop autonomous learning strategies.
- Develop critical thinking and reasoning and be able to relay ideas effectively, in both official languages (Catalan and Spanish) and a third language.
- Generate innovative and competitive ideas in research and professional practice.
- Manage persuasive communication creatively.
- Manage time effectively.
- Relay complex concepts and data simply, using conventional tools for presenting and publicly disclosing research findings.
- Respect the diversity and plurality of ideas, people and situations.

- Set communication objectives and design strategies that are suited to the dialogue between brands and consumers.
- Use the different analysis methods and tools that are common in communication research.

Learning Outcomes

1. Demonstrate a critical and self-critical capacity.
2. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
3. Demonstrate ethical awareness as well as empathy with the entourage.
4. Design and develop market research.
5. Design and develop the creativity of an advertising campaign.
6. Develop a media strategy according to communication goals and the relationship between duration, territorial coverage and frequency.
7. Develop autonomous learning strategies.
8. Develop critical thinking and reasoning and be able to relay ideas effectively, in both official languages (Catalan and Spanish) and a third language.
9. Develop public presentations to defend case studies on advertising and public relations campaigns.
10. Generate innovative and competitive ideas in research and professional practice.
11. Manage time effectively.
12. Respect the diversity and plurality of ideas, people and situations.
13. Use oral presentation techniques in presenting research.

Content

There are two basic types of TFG:

-Project: this kind of work designs or develops (its performance is not compulsory) a media product, in the fields of broadcasting, advertising and journalism. It includes the planning, the framework, the style guide, the briefing in advertising and PR, the budget, filming plan, storyboard, production plan, market analysis... The TFG evaluate the know-how in that field, and not always the pilot or the final product.

-Research: is a traditional academic research of 12,000-30,000 words. The Faculty has links with institutions and media to develop applied researches. In this case, the student will have a tutor in the Faculty and another in the organization.

Methodology

The student has to meet with the tutor at least 4 times:

- To initiate the work
- During the development of the work
- To finish the research
- In the oral presentation

The student Will present a unique document attached in an e-mail to tutor, revisor, tfg.fcc@uab.cat (Gestión Académica) and the Campus Virtual of each degree.

All the works evaluated with an 8 or more (being 10 the maximum), will be sent to the DDD (Digital Documents Archives).

Activities

Title	Hours	ECTS	Learning Outcomes
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Type: Directed

Sessions about general issues on TFG	3	0.12	1, 8, 10, 12
Type: Supervised			
Oral exposition	1	0.04	8, 9, 13
Supervised sessions and meeting with tutor	14	0.56	
Type: Autonomous			
Final work development and writing	275	11	2, 3, 1, 7, 8, 10, 11, 9, 12, 13
Preparation of oral presentation	6	0.24	8, 9, 13

Assessment

The evaluation is made by the tutor (60%) and the reviewer (40%). The punctuation minimum to pass is 5 (being 10 the maximum).

Calendar: (<http://www.uab.cat/web/estudiar/graus/graus/calendari-de-tramits-1345704364482.html>)

The general criteria for evaluate the work are:

Writing skills

Theoretical knowledge

Analysis capability

Originality

Methodological correction

Adequate interpretation of results

Autonomy searching information and using references

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Final work	0	0	0	2, 3, 1, 7, 8, 5, 4, 6, 10, 11, 9, 12, 13
Oral presentation	0,04	1	0.04	2, 3, 1, 7, 8, 5, 4, 6, 10, 11, 9, 12, 13

Bibliography

The TFG Guide has not concrete references because they have to be adapted to each object of study. The tutor and the supervisor will recommend bibliography. The guides of the Communication Library can be useful:

<http://blogs.uab.cat/dretsautor/>

<http://www.uab.cat/web/estudia-i-investiga/citacions-i-bibliografia-1345708785665.html>

<http://www.uab.cat/web/estudia-i-investiga/treballs-de-grau-i-treballs-de-fi-de-grau-tfg-1345725517006.html>

