

**Degree-Final Project**

Code: 103152  
ECTS Credits: 12

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

**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

**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 self-learning and self-demanding capacity to ensure an efficient job.
- Introduce changes in the methods and processes of the field of knowledge to provide innovative responses to the needs and demands of society.
- Manage time effectively.
- Relay complex concepts and data simply, using conventional tools for presenting and publicly disclosing research findings.
- Set communication objectives and design strategies that are suited to the dialogue between brands and consumers.
- Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
- Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
- Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
- Take account of social, economic and environmental impacts when operating within one's own area of knowledge.

- Take sex- or gender-based inequalities into consideration when operating within one's own area of knowledge.
- Use the different analysis methods and tools that are common in communication research.

## Learning Outcomes

1. Analyse a situation and identify its points for improvement.
2. Analyse the sex- or gender-based inequalities and the gender biases present in one's own area of knowledge.
3. Communicate using language that is not sexist or discriminatory.
4. Consider how gender stereotypes and roles impinge on the exercise of the profession.
5. Critically analyse the principles, values and procedures that govern the exercise of the profession.
6. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
7. Design and develop market research.
8. Develop a media strategy according to communication goals and the relationship between duration, territorial coverage and frequency.
9. Develop public presentations to defend case studies on advertising and public relations campaigns.
10. Explain the explicit or implicit code of practice of one's own area of knowledge.
11. Identify situations in which a change or improvement is needed.
12. Identify the principal forms of sex- or gender-based inequality and discrimination present in society.
13. Manage time effectively.
14. Propose new methods or well-founded alternative solutions.
15. Propose new ways to measure the success or failure of the implementation of innovative proposals or ideas.
16. Propose projects and actions that are in accordance with the principles of ethical responsibility and respect for fundamental rights and obligations, diversity and democratic values.
17. Propose projects and actions that incorporate the gender perspective.
18. Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
19. Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
20. Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
21. Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
22. Use oral presentation techniques in presenting research.
23. Weigh up the impact of any long- or short-term difficulty, harm or discrimination that could be caused to certain persons or groups by the actions or projects.
24. Weigh up the risks and opportunities of both one's own and other people's proposals for improvement.

## Content

Basically, there are two types of TFG:

- Final Project Project, so called because the Faculty does not require the audiovisual, advertising or journalistic piece itself, although there is no impediment to elaborate and present it. That is, the project TFG must include everything needed to get it up and running: journalistic planning, background, style book, advertising or PR briefing, budget, filming plan, storyboard, the script, the production plan, the market and audience study, the competition analysis, the technological planning, etc ... depending on each TFG. If the project itself has been developed, or a fragment or a pilot, it will obviously be accompanied by the TFG and must be evaluated, but it is very clear that what is evaluated in the project TFG is not so much the final product as to show that one is able to plan, design and substantiate to the smallest detail and with university level a project, as well as to demonstrate that the competences of the degree have been acquired. The extension of the project TFG will have the written format that corresponds to each case depending on its characteristics. Therefore, there are no limits on the extent of the work, because each project TFG has its own characteristics that will determine its extent.

- Final Degree Research Project. It consists of the academic and scientific analysis of a specific object of study of an aspect of journalism, advertising or audiovisual communication. This type of work has an indicative length of between 12 and 15,000 and a maximum of 30,000 words. Within this modality, research work can be carried out with institutions and companies that have established an agreement with the Faculty on aspects that they are interested in researching and that have a sufficient scientific entity. In these TFG there will be a professional tutor in addition to the academic tutor. The rest of the conditions and schedule are identical to the rest of TFG.

## 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

Throughout the academic year, general teaching sessions can be established on the presentation and coordination of the TFG, on methodologies and research sources and/or on how to make oral presentations and write research papers.

Delivery of the work

1. The end-of-degree projects must be submitted in a single document attached to the address [tfg.fcc@uab.cat](mailto:tfg.fcc@uab.cat) and in the open space of the TFG of the virtual campus of each degree.

Besides, the tutor can decide if it should be delivered in paper format, as well as the format of the file attached to the email. The delivery of the TFG by email and the virtual campus is mandatory. Exceptionally, the tutor can accept an alternative delivery system if the technical means or the TFG itself require it.

2. The faculty has prepared a 2-page PDF template containing the cover and the file for cataloging the TFG in the UAB's Digital Documents Depository (DDD). All the works of the faculty, including project ones, must use this template compulsorily. All Final Degree Projects with a grade of 8 or higher will be published in the DDD, in order to comply with the open access institutional policy of the UAB (agreement of the Governing Council of April 25, 2012). Now, if for reasons of confidentiality of the data contained in the TFG, for wanting to publish the TFG in a scientific journal or for any other reason, a student may not publish their TFG. In this case, the permanent or temporary embargo (which can be 12 months or 24 months) can be requested, manifesting it in the document where the public communication rights are transferred to the UAB and which is delivered together with the proposal form of the TFG at the beginning of the academic year. This embargo can also be requested later at [bib.comunicacio@uab.cat](mailto:bib.comunicacio@uab.cat). The deadline for requesting the embargo will be published each year and can be consulted on the website.

Frequent questions

To clarify any doubts about the TFG, consult the FAQs-TFG space (<https://www.uab.cat/web/estudiar/graus/graus/preguntes-frequents-1345704364394.html>)

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

## Activities

Title	Hours	ECTS	Learning Outcomes
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Type: Directed

Sessions about general issues on TFG	3	0.12	1, 7, 8, 11, 24, 14, 15, 20, 18
Type: Supervised			
Oral presentation before the tutor	1	0.04	3, 13, 20, 18, 19, 9, 22
Supervised sessions and meeting with tutor	14	0.56	2, 3, 6, 12, 17, 18, 19, 9, 22, 4
Type: Autonomous			
Final work development and writing	275	11	5, 2, 1, 3, 6, 7, 8, 10, 13, 12, 11, 24, 14, 15, 16, 17, 21, 20, 18, 19, 9, 22, 4, 23
Oral presentation preparation	6	0.24	3, 13, 20, 19, 9, 22

## Assessment

The evaluation of the TFG will be done by a tutor and another professor from the same department where the TFG has been registered with the following weighting: 60% of the grade by the tutor and 40% by the reviewer. An average equal to or greater than 5 must be obtained to pass the TFG. The TFG must be orally defended before the tutor to be evaluated. The non-presentation of the defense implies a no-presentation. In the TFG there is no possibility of re-evaluation by agreement of the Faculty Board of February 28, 2013.

The final degree project must be submitted before 11:59 p.m. on June 1, 2023, except for exchange students, who have other delivery dates. In all cases, if the TFG is not delivered on the scheduled date, the qualification will be Not Presented.

For more information on the key dates of the TFG consult the calendar of procedures of the TFG (<http://www.uab.cat/web/estudiar/graus/graus/calendari-de-tramits-1345704364482.html>)

General evaluation criteria for the research TFG evaluated by both the tutor and the reviewer

1. Written communication, especially linguistic correctness, clarity and good structuring of the parts.
2. Mastery of theoretical knowledge to define, contextualize and interpret the subject.
3. Ability to analyze and synthesize information autonomously.
4. Have the ability to collect and interpret relevant data to formulate complex judgments.
5. Originality of the ideas, contribution to the creation of knowledge and argued personal contributions.
6. Methodological correction.
7. Adequacy of the interpretation of results and conclusions.
8. Autonomous search capacity for specialized information, information synthesis and proper use of the bibliography.

Evaluation criteria for the development of the TFG that only the tutor evaluates.

1. Punctuality and attendance at tutorials.
2. Fulfillment of the tasks: execution of the work plan of the TFG: management and planning of one's own time, carrying out the assigned tasks, meeting deadlines.

Evaluation criteria for the public presentation of the research TFG that only the tutor evaluates

1. Clarity and precision of exposure.
2. Linguistic correction and proper use of vocabulary.
3. Originality, organization and quality of the contents.

4. Results and elaboration of the conclusions.
5. Adequacy of the answers to questions formulated by the tutor.
6. Adequacy of the presentation to the content of the written work.

General evaluation criteria of the Practical TFG that evaluates both the tutor and the reviewer.

1. Originality of the idea of the proposed professional product, that is, if it is a contribution to the creation of innovative and competitive proposals in the professional activity.
2. Demonstrate the ability to organize work during product development.
3. Use of advanced technologies for optimal professional development.
4. Demonstration of knowledge and skills for the development of practical work in the field of advertising and public relations.
5. Capacity to design communication strategies and objectives in the dialogue between brands and consumers.
6. Capacity to justify and defend the economic viability of the professional product in the sector where the product would be registered.
7. Correctness in communication and written and/or oral expression in the product.
8. Concept and quality of memory.
9. Product concept and quality.

Evaluation criteria for the development of the TFG that only the tutor evaluates.

1. Punctuality and attendance at tutorials.
2. Fulfillment of the tasks: execution of the work plan of the TFG: management and planning of one's own time, carrying out the assigned tasks, meeting deadlines.

Evaluation criteria for the presentation of the Practical TFG that only the tutor evaluates

1. Clarity and precision of exposure.
2. Linguistic correction and proper use of vocabulary
3. Originality, organization and quality of the presentation.
4. Concept and quality of the product presented.
5. Adequacy of the answers to questions formulated by the tutor.
6. Adaptation of the presentation to the content of the pilot.

Review procedures

As in the case of any other subject, you can request an ordinary review with the tutor. The review of the tutor must be personal and individualized and before the closing date of the minutes of the TFG. You can ask the tutor for a copy of the report that the reviewer and the tutor have made on the work (These copies of the reports are the documentary evidence required to request the extraordinary review). Once the review has been made and the student's arguments have been heard, the teacher can maintain or modify the grade.

In case of disagreement with the teacher's review, an extraordinary review can be requested, which will be carried out by teachers who have not participated in the ordinary review or in the correction of the TFG. There is a period of fifteen calendar days to submit to the Academic Management

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Final work	.	0	0	5, 2, 1, 3, 6, 7, 8, 10, 13, 12, 11, 24, 14, 15, 16, 17, 21, 20, 18, 19, 9, 22, 4, 23

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Oral presentation	.	1	0.04	3, 6, 7, 8, 13, 9, 22
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## 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>

## Software