

| Degree | Type | Year |
|--|------|------|
| 2501935 Advertising and Public Relations | FB | 1 |

Contact

Name: Francesc Assis Trillas Jane

Email: francesc.trillas@uab.cat

Teachers

Paloma Heredia Ruiz

Carmen Estevez Martinez

Teaching groups languages

You can view this information at the [end](#) of this document.

Prerequisites

No previous knowledge of economics is necessary.

Objectives and Contextualisation

It is an introductory subject for first year students on their first semester.

The subject provides the basic tools of economic analysis to allow analyzing and understanding the functioning of market economies, emphasizing the behavior of companies and the different market structures.

The content of the subject will be sensitive to aspects related to gender perspective.

The training objectives in this subject can be synthesized in the following points:

1. Acquire the basic theoretical knowledge of micro and macroeconomics
2. Understand the functioning of market mechanisms (supply, demand) in different contexts
3. Demonstrate the acquisition of knowledge through written and oral expression.

Learning Outcomes

1. CM04 (Competence) Critically evaluate the impact of the market economy on the construction of social models and values.
2. KM05 (Knowledge) Identify the fundamental basis of market economics and business and its relationship with the different areas of persuasive communication.
3. SM05 (Skill) Operate with concepts specific to economic science such as: supply and demand, costs and production, monetary and fiscal policy, in the context of the advertising and public relations business.

Content

Part I: The Market Economy

1.- The economy and the firm as objects of study

Introduction and general concepts

2.- The market economy

The functioning of the market economy. Analysis of demand. Analysis of the offer. The equilibrium of the market.

3.- Introduction to macroeconomics

Aggregate demand and aggregate supply. Money, banks and monetary policy. Fiscal policy

Part II: The firm

4.- Costs and production

The factors and the product. Economies and diseconomies of scale. The production costs.

5.- Firms in competitive markets

Perfect competition. Behaviour of firms and the maximization of benefits.

6.- The markets of imperfect competition

The monopoly. Price discrimination. The oligopoly. The monopolistic competition. Advertising.

Activities and Methodology

| Title | Hours | ECTS | Learning Outcomes |
|------------------|-------|------|-------------------|
| Type: Directed | | | |
| Master class | 37.5 | 1.5 | CM04, KM05, SM05 |
| seminars | 15 | 0.6 | CM04, KM05, SM05 |
| Type: Supervised | | | |

| | | | |
|------------------|------|-----|------------------|
| tutorials | 7.5 | 0.3 | CM04, KM05, SM05 |
| Type: Autonomous | | | |
| Study | 82.5 | 3.3 | CM04, KM05, SM05 |

The academic calendar of this subject will be available on the first day of class. Students will find all information on the Virtual Campus.

Theory: The subject is based on theoretical contents necessary for developing the applications in the practical part (practices, exercises, tests ...) of the course that students will assimilate all over the course.

Practice: Practical exercises worked out in the practical sessions individually and also in team. This will be concentrated in the second part of the curs.

The proposed teaching methodology may undergo some changes according to the restrictions imposed by the head authorities on on-campus courses.

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.

Assessment

Continuous Assessment Activities

| Title | Weighting | Hours | ECTS | Learning Outcomes |
|---------------------------|-----------|-------|------|-------------------|
| Final Exam | 35% | 2.5 | 0.1 | CM04, KM05, SM05 |
| tests and practical cases | 15% | 2 | 0.08 | CM04, KM05, SM05 |
| written tests | 50% | 3 | 0.12 | CM04, KM05, SM05 |

Continuous assessment

The evaluation of the subject will be carried out continuously throughout the semester taking into account the following criteria: The final grade will be in accordance to the following evaluation acts and corresponding weights:

- 1) To pass the course it will be essential to obtain an average grade equal to or greater than 5.
- 2) 15% of the final grade corresponds to exercises, practical cases in the classroom and case studies uploaded through the Virtual Campus.
- 3) 50% of the final grade corresponds to two written tests to be done in class.
- 4) 35% of the final grade corresponding to the final exam.

Students starting continuous evaluation process exhaust the call and will have a final grade of "pass" or "fail", in no case may it be "grade not reported". Only exception will be made when the student has taken only one of the three written exams, being the final grade in this case 'no grade reported'.

Students who have participated in the continuous assessment and fail, may overcome the result provided they have obtained a minimum score of 3 points, and have attended the ordinary review of the grade. The grade reached in the second chance exam (re-evaluation activity) will be the final grade. The second chance exam will take place within the period established in the academic calendar of the faculty.

All failed activities, may have a second chance whenever the student has been evaluated in a minimum of 2/3 of the total evaluable activities.

The student who performs any irregularity (copy, plagiarism, identity theft...) will be qualified with 0 in this assignment or exam. In case there are several irregularities, the final grade of the subject will be of 0.

Single assessment (for those students whose application has been accepted)

Theoretical exam (40%), Exercises (35%), and written review of a book to be agreed with the instructor (25%).

All the activities of the single assessment are recoverable.

Bibliography

Basic references:

- CORE Project, The Economy, free-book: [The Economy \(core-econ.org\)](http://TheEconomy.org)
- FLYNN, S.M.: *Economía para Dummies*, Ed Para Dummies 2005
- HEILBRONNER,R. i THUROW,L.: *Introducció a l'Economía*. Ed. Empúries. 1993
- KRUGMAN - WELLS - OLNEY: *Fundamentos de Economía*. Ed. Reverté. 2014
- MANKIW, N.G.: *Principios de Economía*. Ed. Mac Graw Hill.2011
- MOCHON, F.: *Principios de Economía*. Ed. Mac Graw Hill. 2011
- MOCHON, F.: *Economía. Teoría y Política*. Ed. Mac Graw Hill. 1990
- SAMUELSON,P.A. i NORDHAUS,W.D.: *Economía*. Ed Mac Graw Hill. 2010
- SCHILLER,B.R.: *Principios esenciales de Economía*. Ed. Mac Graw Hill.2008

Web pages

<https://sites.google.com/view/uab-econ4you>

Software

Word, power point, excel

Language list



| Name | Group | Language | Semester | Turn |
|----------------|-------|----------|-----------------|-----------|
| (SEM) Seminars | 51 | Catalan | second semester | afternoon |
| (SEM) Seminars | 52 | Catalan | second semester | afternoon |
| (TE) Theory | 5 | Catalan | second semester | afternoon |

PROVISIONAL