

Degree	Type	Year
Advertising and Public Relations	FB	1

Contact

Name: Josep Oriol Roca Sagales

Email: oriol.roca@uab.cat

Teachers

Jaime Eduardo Amoroso Miranda

Paloma Heredia Ruiz

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	
seminars	15	0.6	
Type: Supervised			

tutorials	7.5	0.3
Type: Autonomous		
Study	82.5	3.3

A detailed schedule outlining the content of each session will be presented on the first day of the course and will be available on the course's Virtual Campus, where students will find all teaching materials and necessary information for effective course monitoring. Should the teaching modality change for reasons of force majeure according to the competent authorities, the teaching staff will inform students of any modifications to the course schedule and teaching methodologies.

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 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.

Students who begin the evaluation process exhaust the call and will have a final grade of passed or failed for the subject, in no case of not presented. The only exception is in the case of students who have opted for continuous assessment and have only presented for one of the three written exams, in which case, the grade is 'no grade reported'.

Artificial Intelligence

In this course, the use of Artificial Intelligence (AI) technologies is permitted as an integral part of assignment development, provided that the final outcome demonstrates a significant contribution from the student in terms of analysis and personal reflection. Students must clearly identify any content generated using AI, specify the tools employed, and include a critical reflection on how these technologies have influenced both the process and the final result of the assignment. Failure to disclose the use of AI in this assessed activity will be considered a breach of academic integrity and may result in a partial or total penalty to the assignment grade, or more serious sanctions in severe cases.

Bibliography

Basic references:

-CORE Project, The Economy, free-book: [The Economy \(core-econ.org\)](http://core-econ.org)

Krugman, Paul; Wells, Robert; Graddy, Katherlyn. (2015) *Fonaments d'economia*, Editorial Reverté.

Mankiw, Gregory N. (2012). *Principios de economía*, Thomson-Paraninfo, 6^a ed.

Mochón, Francisco (2009). *Economía. Teoría y Política*. Ed. McGraw-Hill, 6^a ed.

Samuelson, Paul; Nordhaus, William (2010). *Economía*. Ed. McGraw-Hill, 19^a ed.

Torres, Juan. (2017). *Introducción a la economía*. Piramide

Web pages:

Pàgina web de l'assignatura: <http://introduccioeconomia-dea.uab.cat/>

Altres pàgines:

Banco de España: www.bde.es

Instituto Nacional de Estadística: www.ine.es

Ministerio de Economía y Hacienda: www.mineco.es

Fondo Monetario Internacional: www.imf.org

Organización para la Cooperación y el Desarrollo Económico (OCDE): www.oecd.org

Other links:

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

Software

Word, power point, excel

Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject.

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