

## BASIC DETAILS:

<b>Subject:</b>	ECONOMÍA		
<b>Id.:</b>	32440		
<b>Programme:</b>	GRADUADO EN PUBLICIDAD Y RELACIONES PÚBLICAS. PLAN 2014 (CA) BOE 15/10/2014		
<b>Module:</b>	ESTRUCTURAS SOCIOECONÓMICAS Y PSICOLÓGICAS DE LA PUBLICIDAD Y RRPP		
<b>Subject type:</b>	MATERIA BASICA		
<b>Year:</b>	2	<b>Teaching period:</b>	Primer Cuatrimestre
<b>Credits:</b>	6	<b>Total hours:</b>	150
<b>Classroom activities:</b>	60	<b>Individual study:</b>	90
<b>Main teaching language:</b>	Inglés	<b>Secondary teaching language:</b>	Castellano
<b>Lecturer:</b>	GOTH , PETER JOHN (T)	<b>Email:</b>	pgoth@usj.es

## PRESENTATION:

The purpose of this subject is to provide communications students with the knowledge and insight into the world of economics and an understanding of how this shapes our lives. The reality is that although the student may believe he/ she knows nothing on the subject, as individuals, we make economic decisions every time when we go shopping, when we decide what to buy with our limited amount of money or time. All of these choices are reflected in economic models and these are stories about how the world works. These stories will be studied in the context of the current affairs looking at concerns we all face nowadays such as economic crisis, monetary policies, government agreements, the banking world etc. This subject will also brings us closer to the world of business and the behaviour of firms, governments and the different social agents that influence the markets.

## PROFESSIONAL COMPETENCES ACQUIRED IN THE SUBJECT:

<b>General programme competences</b>	G01	Ability to analyse and synthesise.
	G02	Problem solving.
	G03	Ability to organise and plan.
	G04	Use of Information Technologies.
	G05	Teamwork.
	G07	Ethical commitment.
	G08	Ability to work in an international context.
	G09	Ability to apply knowledge.
	G11	Ability to undertake research.
<b>Specific programme competences</b>	E15	Capacity to understand and interpret the specific environment of advertising and public relations and adapt to the change expected in an extremely dynamic context, determined by new management methods and tools for the profession.
	E16	Capacity for an objective analysis of the present state and drawing of valid conclusions based on knowledge and analysis of the economic, psychosocial, cultural and demographic situation affecting the professional landscape in advertising and public relations. All of this makes the student able to successfully interact with society, thus anticipating a series of benefits in favour of the person/ company as well as society-at-large.
	E21	Sufficient skill to undertake research projects related to corporate communications, marketing and advertising, as well as to apply the results of this research afterwards to the professional activity or any other such objectives.
	E24	Know how to tackle projects and decision making with perspective, consensus, independence, empathy and self-analysis. All of these are key parts of the development of proposals within the advertising sphere, as well as practices that examine organisational communications management activities.
	E28	Be able to anticipate trends and flows in the advertising industry and in marketing.
<b>Learning outcomes</b>	R01	Correctly interpret economic phenomena.
	R02	Use the economic indicators appropriately to provide a rigorous context for the current economic situation.
	R03	Evaluate the economic feasibility of business alternatives.
	R04	Define the most relevant economic doctrines.
	R05	Define the main objectives of economic policy.

## PRE-REQUISITES:

None.

## SUBJECT PROGRAMME:

### Subject contents:

<b>1 - Introduction- what is ECONOMICS</b>
1.1 - What is Economics
1.2 - Economical Models
<b>2 - Microeconomics</b>
2.1 - Supply and Demand
2.1.1 - Supply and Demand
2.1.2 - Price Controls
2.1.3 - Elasticity and Taxation
2.2 - Competition and the Perfect Competition
2.2.1 - The Production Decision
2.2.2 - Perfect Competition
<b>3 - Macroeconomics</b>
3.1 - Introduction
3.1.1 - GDP and CPI
3.1.2 - Unemployment and Inflation
3.2 - Banking, Money and Interest rates
<b>4 - International Economy</b>
4.1 - Crisis and Consequences
4.2 - International Trade, Capital Flows and Exchange Rates

Subject planning could be modified due unforeseen circumstances (group performance, availability of resources, changes to academic calendar etc.) and should not, therefore, be considered to be definitive.

## TEACHING AND LEARNING METHODOLOGIES AND ACTIVITIES:

### Teaching and learning methodologies and activities applied:

#### CLASSROOM ACTIVITIES

Lectures that will cover the topics reflected in the study guide, and individual and group work (exercises/ cases/ projects) that will require using different sources of information by the students.

#### INDIVIDUAL STUDY ACTIVITIES

Review of class work, preparation of exams, exercises, projects and cases.

#### TUTORIALS

Students are encouraged to meet the lecturer in the tutorial sessions in order to ask questions and clarify concepts.

### Student work load:

Teaching mode	Teaching methods	Estimated hours
<b>Classroom activities</b>	Master classes	30
	Practical work, exercises, problem-solving etc.	28
	Assessment activities	2
<b>Individual study</b>	Individual study	50
	Individual coursework preparation	28
	Group coursework preparation	12
	<b>Total hours:</b>	<b>150</b>

## ASSESSMENT SCHEME:

### Calculation of final mark:

Individual coursework:	15	%
Group coursework:	15	%
Final exam:	50	%
Written test:	20	%
<b>TOTAL</b>	<b>100</b>	<b>%</b>

\*Las observaciones específicas sobre el sistema de evaluación serán comunicadas por escrito a los alumnos al inicio de la materia.

## BIBLIOGRAPHY AND DOCUMENTATION:

### Basic bibliography:

SLOMAN, John and JONES, Elizabeth. Essential Economics for Business, 4th Edition. Pearson Higher Education, 2014.  
BREALEY, Richard and MYERS, Stewart; MARCUS, Alan. Fundamentals of Corporate Finance. McGraw-Hill. 2014. 8th Edition.

### Recommended bibliography:

KRUGMAN, Paul; WELLS, Robin and Graddy, Kathryn. Essentials of Economics. Worths Publishers, 2007  
MANKIW, N. Gregory and Taylor, P. Mark. Economics. South-Western CENGAGE-Learning. 2011  
SLOMAN, John and GARRATT, Dean. Essentials of Economics. Pearson 2013

### Recommended websites:

European Central Bank	<a href="http://www.ecb.europa.eu">www.ecb.europa.eu</a>
Banco de España	<a href="http://www.bde.es">www.bde.es</a>
Financial Times	<a href="http://www.ft.com">www.ft.com</a>
Forbes	<a href="http://www.forbes.com">www.forbes.com</a>
The Economist	<a href="http://www.theeconomist.com">www.theeconomist.com</a>
Bloomberg	<a href="http://www.bloomberg.com">www.bloomberg.com</a>