



IDENTIFYING DATA

Economics: Economics

Subject	Economics: Economics			
Code	P04G190V01101			
Study programme	Grado en Publicidad y Relaciones Públicas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Basic education	1st	1st
Teaching language	Spanish Galician			
Department				
Coordinator	Chamorro Rivas, José María			
Lecturers	Chamorro Rivas, José María			
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Web				
General description	Synthesis of the most basic concepts of economics that allow the student not only to understand the performance of the market, but also to interpret the evolution of the productive sectors and the current characterization of the major economic areas in the world.			

English Friendly subject: International students may request from the teachers: a) resources and bibliographic references in English, b) tutoring sessions in English, c) exams and assessments in English.

Training and Learning Results

Code	
A1	That the students show having acquired and understanding knowledges in an area of study that splits of the base of the general secondary education and usually is found in a level that, despite its support in advanced books of text, it includes also any aspects that involve pertinent knowledges of the avant-garde of his field of study.
A3	That the students have the capacity to collect information and interpret relevant data (usually inside their area of study) to issue judgements which include a reflection on relevant subjects of social, scientific or ethical nature.
B3	Interpretative competence of the environment: ability to analyze and interpret the economic, political, socio-cultural, technological and communicative environment.
C1	Knowledge of the historical evolution of the advertising communication and of the public relations, as well as of the industrial aspects, socio-political and aesthetic that influence on their elements, forms and processes.
C15	Ability to the economic and budgetary management within the scope of the advertising activity and of the public relations.

Expected results from this subject

Expected results from this subject	Training and Learning Results		
Analyze and interpret the economic, political, socio-cultural and technological environment	A1 A3	B3	
Know how to interpret and analyze economic data with critical judgment	A3		C15
Identify the main economic concepts and use them to interpret reality	A1 A3	B3	C1
Identify the main European and international economic organizations and know how they work		B3	C1

Contents

Topic	
Basic concepts	The principles of the economy
Markets	Supply and demand Elasticity
The markets, the efficiency and the welfare	The consumers, the producers and the efficiency of the demand

Behaviour of the firm and the organisation of the industry	Costs of production Competitive markets Monopoly, monopolistic competition and oligopoly Advertising
The theory of the election of the consumer	Utility and satisfaction Budget constraint Indifferent curves
The inefficient assignments of the market	The information and the economy of the behaviour The principal and the agent Asymmetric information
The types of interest, the money and the long-term prices	The saving, the investment and the financial system. The basic instruments of the financial analysis The monetary system The inflation
Macroeconomic information	National income Cost of the life
Spanish and world-wide economy	Evolution and current situation

Planning

	Class hours	Hours outside the classroom	Total hours
Problem solving	10	20	30
Debate	2	2	4
Mentored work	10	20	30
Case studies	4	8	12
Lecturing	20	50	70
Objective questions exam	2	0	2
Essay questions exam	2	0	2

*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies

	Description
Problem solving	Specific exercises will be proposed in the classroom for students to solve and learn about the reality of the economy.
Debate	There will be a minimum of two debates on current issues of the Spanish and world economy
Mentored work	Works will be distributed to carry out in groups that will be carried out throughout the semester
Case studies	The student must understand and interpret current news related to the economic world
Lecturing	They will consist of the exposition of basic theoretical contents and on the insertion of the economy in the world and Spanish context.

Personalized assistance

Methodologies	Description
Problem solving	The student will carry out the activity under the supervision of the teacher who will attend promptly to any questions that may arise to the student.
Lecturing	The subject teacher will answer any questions during his / her tutorial hours.
Debate	The student will carry out the activity under the supervision of the teacher who will attend promptly to any questions that may arise to the student.
Mentored work	The teacher of the subject will tutor the work during his / her tutoring hours.
Case studies	The student will carry out the activity under the supervision of the teacher who will attend promptly to any questions that may arise to the student.

Assessment

	Description	Qualification	Training and Learning Results		
Problem solving	Test in which the student must solve a series of problems and / or exercises in a time / conditions established by the teacher.	15	A3	B3	C15
Mentored work	It is a text written on a topic and must be written following established rules.	15	A1 A3	B3	C1
Objective questions exam	Tests that assess knowledge that include closed questions with different answer alternatives (true / false, multiple choice, pairing of elements ...). The students they select an answer from a limited number of possibilities	35	A1 A3	B3	C1 C15

Essay questions exam	Tests that include open-ended questions on a topic. Students must develop, relate, organize and present the knowledge they have about the subject in an argumentative answer.	35	A1 A3	B3	C1 C15
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Other comments on the Evaluation

The student can opt for a continuous evaluation or a global evaluation of the subject.

In the global evaluation the student will be evaluated of the theory and practices even if he/she did not attend.

The deadline for students to opt out of the continuous evaluation is one month from the beginning of the classes.

The tutoring schedule will be published in Moovi and a tutoring can be requested through the Moovi chat.

Continuous evaluation system: Throughout the course there will be 2 eliminatory partial exams, with a weighting of 35% and 35% respectively. The last of these exams will take place on the official date of the first opportunity global evaluation. The student who does not pass a grade of 4 in the first midterm will have to take a final exam with the whole subject on the day of the second midterm

Sources of information

Basic Bibliography

Krugman; Wells; Graddy, **Essentials of Economics**, 5th, Worth, 2020

Krugman; Wells; Graddy, **Fundamentos de Economía**, Quinta, 2022

N. G. Mankiw, M. P. Taylor, **Economics**, Primera, Cengage Learning EMEA, 2020

Mankiw, N. Gregory, **Principios de economía**, Sexta, Editorial Paraninfo, S.A., 2012

Complementary Bibliography

Recommendations

Other comments

We will frequently use press news to carry out practical classes, therefore, I recommend reading economic news in the written press.