

TEACHING GUIDE
PRINCIPLES OF COMMUNICATION

**GRADO EN PROTOCOLO, ORGANIZACIÓN DE EVENTOS Y
COMUNICACIÓN CORPORATIVA (INGLÉS)**

ACADEMIC YEAR 2024-25

Date: 30-06-2024



I.-Subject Identification	
Type	FORMACIÓN BÁSICA
Teaching period	1 course, 2Q semester
Nº of credits	6
Language in which the subject is taught	English

II.-Presentation
<p>Communication is a complex phenomenon, and human communication is an activity in which innumerable variables are present. Throughout this course students will develop their own personal definition for said concept, whilst embarking on a historical journey in which communication has been explored from diverse angles. Then, different types of communication will be explored, leading to the final destination –rhetoric. Consequently, it is essential to master both written expression and spoken word, adapting it to different communicative situations and contexts whilst using the corresponding registers.</p>

III.-Competences
<p>Generic competences</p> <p>CG2. Ability to apply knowledge to practice CG3. Ability to analyse, gather and summarise information and data CG4. Oral and written communication skills in the language of the degree CG5. Development of autonomous learning in the field of study CG12. Development of interpersonal skills CG14. Critical-thinking and self-criticism skills CG15. Ability to coordinate, manage and motivate work teams in order to gain benefits and achieve results for other people CG18. Excellent oral and written communications skills for professional practice</p>
<p>Specific competences</p> <p>CE13. Ability to communicate different messages to all types of audiences, differentiating the information with accuracy CE32. Ability to write a speech adapted to the protocol usage of an event or function, taking into account the necessary treatments and intercultural aspects of its integral organisation CE33. Ability to write and present the report, project and/or analysis of a function or event CE34. Ability to defend a project on the organisation of a function or event, both orally and in writing</p>



IV.-Contents

IV.A.-Syllabus

Unit 1. Principles of Communication
 Unit 2. Communicative Competence
 Unit 3. Persuasive Communication I
 Unit 4. Persuasive Communication II
 Unit 5. Non-verbal Communication
 Unit 6. Foundation of Rhetoric
 Unit 7. Oral and Written Expression

IV.B.-Training activities

Type	Title
It will be necessary to attend 60% of the theoretical and practical classes.	Case analysis and/or problem solving classes.
Reading	Reading of recommended texts (articles, research and/or books).
Learning oriented to problem resolution, projects, case analysis, summaries, report writing, etc.	Learning oriented to problem resolution, projects, case analysis, summaries, report writing, etc.
Autonomous work of students (preparation of theoretical and/or practical classes/problems/cases, and preparation of tests.	Follow-up on the process of applying knowledge to case studies and planning projects on events or other acts.



V.-Student workload		
Lecture classes	30	
Practical classes/resolution of exercises, case studies, etc.	20	
Practical sessions in technological laboratories, hospitals, etc.	4	
Tests	6	
Academic tutorials	30	
Related activities: conferences, seminars, etc.	18	
Preparation of lecture classes	22	
Preparation of practices, exercises, cases studies work	30	
Test preparation	20	
Total student workload	180	
VI.-Methodology and academic programme		
Type	Period	Content
Master classes	Week 1 to Week 13	Both lectures and practical classes.
Work placements	Week 1 to Week 13	Both lectures and practical classes.
Group work	Week 14 to Week 16	Presentation of group projects.



VII.-Assessment methods

VII.A.-Assessment weighting

Continuous ordinary assessment:

The distribution and characteristics of the assessment tests are those described below. Only in exceptional case and for special reasons may the teacher add changes to the Guide. These changes will require the prior consultation with the Subject Head and the prior and explicit authorisation of the Degree Programme Coordinator, who will notify the Vice-Rector's office in charge of Academic Affairs of the modifications made. In any case, the changes proposed must take into account the stipulations of the verified report. In order for these changes to take effect, they must be duly communicated at the start of the course to the students using Aula Virtual.

The combination of activities that are not re-assessable cannot exceed 50% of the subject grade and, in general, cannot have a minimum grade (except for the case of laboratory or clinical work placements, where duly justified), and tests which exceed 60% of the subject weighting cannot be added.

Extraordinary assessment: Students who do not manage to pass the ordinary assessment, or who did not attend, will be subject to completion of an extraordinary assessment to verify their acquisition of the skills established in the guide, only for activities that are re-assessable.

Description of the tests for assessment and their weights.



EVALUATION WEIGHTS

Ordinary call:

If the teacher considers that attendance is mandatory it must be specified precisely.

(Note: in order to not admit a student to an exam for not complying with the minimum attendance, the teacher must be able to justify it by using an evidential system, such as a signature sheet for face-to-face activities or the attendance control system available in the Virtual Classroom for both face-to-face and synchronous distance activities).

The distribution and characteristics of the evaluation tests are described below. Only in exceptional and specially motivated cases, the professor may incorporate adaptations in the Teaching Guide. Such changes will require, after consultation with the Head of the Subject, the prior and express authorization of the Undergraduate Coordinator, who will notify the Vice-rectorate with competences in matters of Academic Organization of the modification made. In any case, the proposed modifications must comply with what is established in the verified memory. In order for such changes to be effective, they must be duly communicated to the students at the beginning of the course through the Virtual Classroom.

The sum of the activities that cannot be reevaluated cannot exceed 50% of the grade of the course and, in general, they cannot have a minimum grade (except in the case of laboratory practices or clinical practices, when duly justified), avoiding the incorporation of tests that exceed 60% of the weighting of the course.

Extraordinary call:

Those students who have not succeeded the ordinary call, or have not taken the subject exam, will have to do an exam to verify the acquisition of the tasks set out in the guide.

DESCRIPTION OF THE ASSESSMENT ACTIVITIES AND THEIR WEIGHT

General Observation:

PLAGIARISM. The activities and university works must be original.

When using fragments from other sources, these must be properly cited. Cases of total or partial plagiarism will be penalized with the non-evaluation of the work, or the possibility of reevaluation.

SPELLING. Spelling mistakes will result in a decrease in the final grade. The qualification of the activities, works, and exams will be evaluated not only on a content basis, but also the aspects that contribute to a correct written expression such as the formal presentation, the structure, organization of the ideas and contents, the correct spelling, punctuation, amongst others will be considered. In short, that the expression corresponds to a university level will be evaluated. With regards to writing and presentation, the following criteria will be taken into account: 0.5 points will be subtracted for each spelling mistake; and 0.5 points for each 10 punctuation errors.

EXPRESSION. The grading of the written exams includes aspects such as spelling, punctuation and accentuation, as well as expression corresponding to a university level. The structure and presentation of the written text will also be taken into account in the grade. Attention will also be paid to the legibility of graphics and content, the order of the text structure, syntax, and concordance, including the use of appropriate markers.

Weighting of the evaluation

Individual theoretical exams 40%. Reassessment is possible. Evaluation of individual theoretical test in synchronous form. Minimum grade to access the evaluation 5.

Evaluation of individual written expression 10%. Reassessment is possible. Presentation of texts individual expression in Virtual Classroom asynchronous on fixed date. Minimum grade to access the evaluation 5.

Evaluation of oral expression (rhetoric) group/individual 10%. Reassessment is possible.

Group practice: 35%. Reassessment is not possible. Presentation of a group work through Virtual Classroom on a fixed date and presentation in the classroom.

It will be necessary to pass the individual theoretical part (40%) of the course to perform the final weighting.

VII.B. Assessment of students with an academic exemption

Student who wish to opt for this assessment will have to get an academic exemption for the subject, which they will have to request from the Dean or Director of the Centre which teaches their course. An academic exemption may be granted where the subjects own characteristics allow for it.

Subject with the possibility of an exemption: Yes

VII.C. Review of assessment tests

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In accordance with the exam appeal regulations of the Universidad Rey Juan Carlos.

VII.D.-Students with a disability or special educational needs

Curricular adaptations for students with a disability or special educational needs will be determined by the Disabled Students Support Department, in accordance with the regulations governing the Disabled Students Support service, approved by the Universidad Rey Juan Carlos Council, in order to guarantee equal opportunities, inclusive treatment, universal accessibility and a greater guarantee of academic success.

For this purpose, this Department will have to issue a curricular adaptation report, therefore students with disabilities or special educational needs must contact the Department to analyse the different alternatives together.

VII.E.-Academic behaviour, academic integrity and honesty

The Universidad Rey Juan Carlos is completely committed to the highest standards of academic integrity and honesty. Therefore, studying at the URJC means you accept and agree to the academic integrity and honesty values described in the University's Code of Ethics. In order to monitor this procedure, the University has Regulations on academic behaviour at the Universidad Rey Juan Carlos and uses different tools (anti-plagiarism, supervision?) which provides a collective assurance that these essential values are completely developed



VII.-Bibliography

Referecence Generic

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Reference literature

IX.-Lecturers/Teachers/Professors	
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Department/field	Comunicación Audiovisual y Publicidad
Category	Profesor/a Asociado/a
Subject Coordinator	Yes
Academic tutorial timetable	Para consultar las tutorías póngase en contacto con el/la profesor/a a través de correo electrónico

Nº of Quinquenios	0
Nº of Sexenio	0
Nº period for technology transfer	0
Stretch Docentia	0