

25756 - Reading: Promotion and Entertainment

Syllabus Information

Academic Year: 2020/21

Subject: 25756 - Reading: Promotion and Entertainment

Faculty / School: 103 - Facultad de Filosofía y Letras

Degree: 268 - Degree in Information Management

ECTS: 6.0

Year: 3

Semester: Second Four-month period

Subject Type: Optional

Module: ---

1.General information

1.1.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

See "Learning activities " and "Syllabus".

More information will be provided on the first day of class.

4.2.Learning tasks

- Theoretical lectures.
- Practical lectures.
- Individual work.
- Personal study.
- Assessment activities.

4.3.Syllabus

4.4.Course planning and calendar

See the academic calendar of the University of Zaragoza (<http://academico.unizar.es/calendario-academico/calendario>) and the website of the Faculty of Philosophy and Arts (*Schedule of classes*: <https://fyl.unizar.es/horario-de-clases#overlay-context=horario-de-clases>; Examination schedule:

[https://fyl.unizar.es/calendario-de-examenes#overlay-context=\)](https://fyl.unizar.es/calendario-de-examenes#overlay-context=)

More information will be provided on the first day of class.

4.5. Bibliography and recommended resources