



Universidad
**Católica de
Valencia**
San Vicente Mártir



Teaching Guide MASTER'S THESIS

TEACHING GUIDE

Master's Thesis

Course 2023-2024



COURSE TEACHING GUIDE

		ECTS
SUBJECT: Master's Thesis		12
Module: Master's Thesis		12
Training Type: COMPULSORY	COURSE: 1º Semester: 2º	
Faculty: Dr. Ginés Marco (Subject Coordinator) TEACHERS Dr. José Alfredo Peris Dr. Ginés Marco Dr. Eduardo Martínez Dr. Alexis Cloquell Dr. David Melero Dra. Mar Aranda Dr. Alfredo Esteve Dra. Victoria Tenreiro Dra. Silvia Moya	Department:	
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SUBJECT ORGANIZATION

Master's Thesis				Nº ECTS 12
Duration and temporary location within the study plan: It is framed in the module "Master's Thesis", which contains a single subject (offered in the second semester), called "Master's Thesis ", and a single subject of the same name , which consists of 12 ECTS.				
Subjects and subjects				
Subject	ECTS	SUBJECT	ECTS	Course/ semester
Master's Thesis	12	Master's Thesis	12	1/2
COURSE TEACHING / COURSE GUIDE: Master's Thesis				



BASIC AND GENERIC COMPETENCES	Weighting of competition			
	1	2	3	4
CB6 - Possess and understand knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a research context.		X		
CB7 - Students can apply their acquired knowledge and ability to solve problems in new or unfamiliar environments within broader contexts (or multidisciplinary) related to their field of study.		X		
CB8 - Students are able to integrate knowledge and handle complexity, and formulate judgments based on information that was incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments.			X	
CB9 - Students can communicate their conclusions and the knowledge and rationale underpinning public skilled and unskilled in a clear and unambiguous.			X	
CG5 – Being able to show an entrepreneurial spirit to integrate the knowledge and skills required by institutional communication management and political marketing into a master's degree project.				X
CG6 – Integrate learning skills that allow training to continue in an autonomous and self-directed way.				X



SPECIFIC COMPETENCES	Weighting of competition			
	1	2	3	4
CE5- Have the ability to recognize and address ethical and social dilemmas in the field of institutional communication, which includes issues of professional ethics and application of social values in problem solving and selection of alternatives that influence the communication strategy of organizations.				X
CE6- Have the ability to recognize and address ethical and social dilemmas in the field of political and electoral marketing, which includes issues of professional ethics and application of social values in problem solving and selection of alternatives that influence the marketing strategy of organizations policies.				X
CE19- Being able to integrate the knowledge and skills developed throughout the program into a master's thesis project.				X

LEARNING OUTCOMES	COMPETENCES
R-1 Prepare a Strategic Communication and Marketing Plan applied to an organization that belongs to one of the following areas a) Institutional-Governmental b) Political-Electoral	B(6,7,8) G(5,6) E(5,6,19)
R-2 Oral defense of it.	B(9) G(5,6) E(5,6,19)



PRESENTIAL WORK TRAINING ACTIVITIES			
ACTIVITY	Teaching-Learning Methodology	Relationship with Learning Results of the subject	ECTS ¹
PRESENTIAL SEMINAR	Monographic sessions leading to the conceptual, procedural and attitudinal preparation of the student so that they can effectively carry out their Master's Thesis.	R1, R2	2
Total			(4)

¹ The subject and / or matter is organized in PRESENTIAL WORK TRAINING ACTIVITIES and IN THE STUDENT'S SELF-EMPLOYED TRAINING ACTIVITIES, with an estimated percentage in ECTS. An adequate distribution is as follows: 20% for the Face-to-Face Training Activities and 80% for the Autonomous Work, tutoring and evaluation (For a subject of 6 ECTS: 2 and 4 respectively).



SELF-EMPLOYED TRAINING ACTIVITIES FOR STUDENTS			
ACTIVITY	Teaching-Learning Methodology	Relationship with Learning Results of the subject	ECTS
INDIVIDUAL WORK	Student study: Individual preparation of readings, essays, problem solving and text analysis, seminars, papers, memories, etc. to expose or deliver in theory classes, practical classes and / or small group tutoring.	R1,R2	8
TUTORSHIPS	Personalized and small group attention. Instruction and / or orientation period carried out by a tutor with the aim of reviewing and discussing the materials and topics presented in classes, seminars, readings, work, etc.	R1, R2	1
EVALUATION	Set of oral and / or written tests used in the initial, formative or additive evaluation of the student.	R1, R2	1
Total			(8)

ASSESSMENT SYSTEM FOR THE ACQUISITION OF COMPETENCES AND



GRADING SYSTEM

Assessment instrument	EVALUATED LEARNING OUTCOMES	Percentage awarded
Attendance at practical sessions and seminars leading to providing guidelines	R1, R2	20%
Assessment of the Master's Thesis by a court constituted in public session by doctoral professors that will take into account the originality of the work, the presentation and defense of it and the generation of added value for the development of research in Social Sciences	R2	80%
Criteria for granting Distinction: 1 for every 30 students or fraction of 30.		

DESCRIPTION OF CONTENTS	COMPETENCES
Performing a Master's Thesis in which a research on topics related to those seen during the course or Communication and Marketing Plan applied to an organization with government or electoral purposes content is developed.	B (6,7,8,9) G (5,6) E (5,6,19)