

# Syllabus

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**Course:** Sociology

**Credits:** 6 ECTS

**Program:** Business Administration & Management

**Module:** Core Education

**Subject:** Sociology

**Code:** 802204

**Abbreviation:** MA11

**Professor in charge:** Frank Longo

**Academic Year:** 2023-2024

**Session:** Spring

**Semester:** Second (first course, spring semester)

**Campus:** Barcelona

**Last review:** 31/01/2023

**Date of approval:** 31/01/2023

**Date of publication:** 02/02/2023

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## 01 Faculty

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### 01.1 Subject coordinator

**Frank Longo, Ph.D.**

(flongo@campus.eae.es)

## 02 Presentation

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### 02.1 Description

The subject of Sociology in the degree of Marketing and Digital Communication aims to provide the student with a global knowledge of today's society and emphasize the importance of communication in the processes of culture formation.

The objective of Sociology (understanding society) is fundamental in the planning and elaboration of communicative products. Therefore, it is intended to present the reality of sociological studies as a source of fundamental information and offer the main keys to understanding the current social context. Also, understanding society means being aware that the established order that characterizes it has been socially constructed. And that its composition will depend largely on the agents involved in the development of cultural and symbolic patterns.

### 02.2 Relevant professional applications

- Know the reality of sociological science and the main theoretical paradigms.
- Understand the role of advertising and public relations in the process of formation of culture and society.

- To know the social context of the postmodern era and the internet for an optimal creation of advertising and public relations communication products.
- Know the basic methodologies and techniques used in sociological and market research.
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## 03 Competencies

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### 03.1 Course Competencies

#### Basic Competencies

- CB03 -** That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues.
- CB04 -** That students can transmit information, ideas, problems and solutions to a specialized and non-specialized public.

#### Transversal Competencies

- CT09 -** Understand the functioning of economic and social institutions as a result and application of formal models about how they function in an Economic System.
- CSOC1 -** Understand what sociology is and what place it occupies within the social sciences.
- CSOC2 -** Know the main sociological perspectives and the main founders of sociology.
- CSOC3 -** Know the main theories, methods and strategies of sociological research.
- CSOC4 -** Know the influences of the different social agents in the conformation of the individual according to the characteristics of the different social environments.
- CSOC5 -** Know the structure of societies and their relationship with gender and social inequality.

- CSOC6 -** Understand the importance of values, traditions and customs as main elements of social cohesion in terms of identity construction.
- CSOC7 -** Know the main driving forces of change within societies.
- CSOC8 -** Apply sociological research methods to study social issues.
- CSOC9 -** Detect limitations and lack of knowledge and own competences and overcome them through critical reflection and the choice of the best action to expand them.

### Generic Competencies

- CG05 -** Detect limitations and lack of knowledge and own competences and overcome them through critical reflection and the choice of the best performance to expand them.
- CG10 -** Know and understand the complexity of the economic and social phenomena typical of the welfare society; ability to relate well-being to globalization and sustainability; ability to use technique, technology, economy and sustainability in a balanced and compatible way.

## 04 Program

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### **INTRODUCTION TO SOCIOLOGY**

What is sociology and what is its study objective?

The relationship between sociology, business and advertising

Social structure concept

The origin of sociology and main theoretical paradigms

### **SOCIALIZATION PROCESS**

Socialization process. Definition and stages. The internalization of culture.

Resocialization and social control. Sanctions, compliance and deviation. The figure of the "outsider" and the so-called "total institutions".

### **SOCIAL INEQUALITY. POVERTY AND SOCIAL EXCLUSION.**

Relative poverty, social exclusion and homelessness.

Most vulnerable profiles and new habits: families, homes, working conditions, young people and immigration.

### **GENDER EQUALITY**

Origins of gender inequality, the privilege of being a man.

Origins and evolution of the feminist movement and analysis of the current context

**THE MEDIA AS SOCIALIZING AGENTS AND THEIR INFLUENCE IN THE CONSTRUCTION OF SOCIAL REALITY.**

Risk society: new meanings on biographical security and hierarchy of values in postmodern culture.

Rear-view effect and chaos theory in the field of communication

Traditional media and its social influence.

Political propaganda basics

**POLITICAL CULTURE, CIVIL SOCIETY AND SOCIAL MOVEMENTS IN THE DIGITAL ERA**

How digital tools have driven social change

**POLITICS IN THE 21ST CENTURY. POLITICAL CULTURE: CIVIL SOCIETY AND SOCIAL MOVEMENTS. POSTMODERNITY AND NETWORK SOCIETY.**

Political movements

Conflict and violence

**CORPORATE SOCIAL RESPONSIBILITY**

Ethics and sustainability

Where are businesses and consumers going? Circular economy and new business models

## 05 Teaching Methodology

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Considering the student's profile, the teaching model is articulated around three types of methodologies from EAE's Life-ED Methodology:

**ME1.** Participatory Exhibition Class

**ME3.** Autonomous work

**ME4.** Problem-based learning

## 06 Educational Activities

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Considering the competencies of the subject and based on the proposed teaching methodologies, the following training activities are scheduled:

Evaluation Activities	Hours	Presencialidad
<b>AF1.</b> Contents presentation with student participation	24	100%
<b>AF2.</b> Problem solving, exercises and case studies with student participation.	24	100%
<b>AF4.</b> Study and preparation of teaching units	46	0%
<b>AF5.</b> Performance of exercises and case studies	25	0%
<b>AF6.</b> Problem solving	25	0%
<b>AF13.</b> Written / oral evaluations	6	100%



## 07 Assessment

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Evaluation Items $0.4 \cdot EV1 + 0.2 \cdot EV2 + 0.4 \cdot EV3$	Specific assessed competencies	Weight
EV1. Final written exam of all subject matter	CB03 CB04 CT09 CSOC1 CSOC2 CSOC3  CSOC4 CSOC5 CSOC6 CSOC7 CSOC8 CSOC9 CG05 CG10	40%
EV2. Control of midterm written test	CT09 CSOC1 CSOC2 CSOC3	20%
EV3. Exercises, problems, reports development, assignments  - Exercises and problems	CB03 CB04 CT09 SOC1 CSOC2 CSOC3 CSOC4 CSOC5 CSOC6 CSOC7 CSOC8 CSOC9 CG05 CG10	40%

"The maximum grade that students will be able to obtain in the revaluation tests [...] shall be 5,0. In addition, "the grade of the revaluation tests shall in any case constitute the final grade of the subject". Thus, **only students who, having completed the midterm exam, the final exam and having carried out 100% of the continuous evaluation activities of the subject**, and have suspended (final grade of the subject below 5) will be entitled to the revaluation examination.

**One time assessment:** The one time assessment consists of an exam that is equivalent to 100% of the grade of the subject. The exam, and therefore the course, is passed with a grade of 5 out of 10 in this final exam. In order to take one time assessment it is necessary to send a written request to the professor during the first 15 working days of the course.

## 08 Learning Resources

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Topics	Resources	Type
Topic	Transparencies, notes and exercises	Class and Blackboard

## 09 Code of Academic Conduct

The section 27.2 of the Universal Declaration of Human Rights stipulates that everyone has the right to the protection of the moral and material interests resulting from any scientific, literary or artistic production of which he is the author.

Thus, the moral and patrimonial rights of the authors of literary, musical, artistic, scientific and academic creations, whether they have been published or not, are protected by means of different national and international regulations. In the case of Spain, the Legislative Royal Decree 1/1996, of April the 12th, approved the consolidated version of the Law of Intellectual Property, regularizing, clarifying and harmonizing the legal provisions for the time being in force on this matter.

In this respect, special attention must be given to previously obtaining the corresponding authorization from the owner of the copyrights of any material, particularly before its distribution to the students and by means of the virtual campus. EAE Barcelona takes no responsibility for the non-compliance with this rule on the part of the users, either members of the teaching community or students.

The following materials that can be duplicated without the requirement of previous authorization:

- Laws and regulations.
- Court decisions.
- Acts, agreements, deliberations and decisions from public bodies.
- Any material distributed under the Creative Commons license, whenever its author and credits are mentioned.
- Any material published under the ISBN of EAE Barcelona or EAE Madrid.
- Any material, whose rights belong to EAE Barcelona or EAE Madrid.
- Any work that is in the public domain.

Furthermore, the quotation right is the inclusion of extracts from protected documents or materials, in this particular case, elaborated by the members of the teaching community- with the exception of textbooks and university handbooks- when such extracts are used to accompany educational activities.

The excerpts that can be used on the basis of the quotation right must fulfil the following requirements

- They must be previously published works.
- The source and author must be mentioned, whenever it is possible.
- They must deal exclusively with the teaching field.
- The inclusion of the excerpt must necessarily come with an analysis or explanation of it.

Concerning the material elaborated by the professors, in case it has been published previously, the agreements with the magazine or publication where it appeared must be considered.

As is apparent from the preceding paragraphs, plagiarism is a fraudulent activity that may result in serious sanctions, both of academic and legal nature. Academic honesty is one of the pillars on which the School's commitment to education is based, and the members of its teaching community are particularly conscious and prepared to perceive this kind of actions. Keeping in mind the difficulty that arises when trying to conceptualize plagiarism, it has been considered appropriate to delimitate clearly its contents and significance in these regulations and policies.

Plagiarism is understood as the appropriation of someone else's works, pretending that they are one's own; that is to say, without explicitly confirming its source. Plagiarism can consist on the complete or partial unauthorized copy of someone else's work, or the presentation of a copy as an original own work, impersonating the true author. Some examples of plagiarism are:

- Presenting someone else's work as one's own, regardless of whether the copy is complete or partial.
- Paraphrasing a text using different words, with small changes in the language, without quoting the source in order to feign.
- Purchasing or obtaining a work and presenting it as one's own.

- Using someone else's ideas or sentences as the basis to write a work without quoting its author.

In line with the section 10 of the Academic Code of Conduct of Students of EAE Barcelona, without prejudice to the academic sanctions resulting from its application, the Academic Commission will promote the pertinent legal actions if the plagiarism violates the applicable regulation in matters of intellectual property.

## 10 Bibliography

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### 10.1 Primary Bibliography

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### 10.2 Recommended Bibliography

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