

Short Title:	EU Studies APPROVED
Full Title:	European Studies
Language of Instruction:	English

Module Code:	EURO H1002
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Credits:	5
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Field of Study:	Marketing and advertising
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Module Delivered in	2 programme(s)
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Reviewed By:	GLENN MEHTA
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Module Author:	CATHERINE FRAVALO
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Module Description:	This module aims to provide the student with an overview of the history, institutions and policies of the European Union as they affect Irish business and society.
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Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
LO1	Demonstrate an understanding of the underlying rationale for the European Union and the implications of membership for Ireland.
LO2	Profile the social, political, economic and cultural aspects of the member states.
LO3	Explain the role played by the major institutions of the European Union and how they work together.
LO4	Appreciate the importance of cultural and societal factors across a number of European countries and their impact on the marketing and advertising environments.

Module Content & Assessment

Course Work				
<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Multiple Choice Questions	Acquired knowledge of the European Union, its history and origin as well as the Member States	1,2,3,4	15.00	Week 6
Continuous Assessment	Written Assignment reflecting an awareness and understanding of the distinctive political, social and cultural features of a number of member states: old and new, large and small, etc.	1,2,3,4	15.00	Week 10

End of Module Formal Examination				
<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Formal Exam	End-of-Semester Final Examination	1,3,4	70.00	End-of-Semester

TU Dublin – Tallaght Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	In addition to regular attendance at lectures, students are expected to familiarize themselves with the current social, cultural and political context of the topic, via a wide range of media outlets	3.00	Every Week	3.00
Independent Learning	Readings, preparation for class, review of material.	2.00	Every Week	2.00
Total Weekly Learner Workload				5.00
Total Weekly Contact Hours				3.00

Workload: Part Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	In addition to regular attendance at lectures, students are expected to familiarize themselves with the current social, cultural and political context of the topic, via a wide range of media outlets	2.00	Every Week	2.00
Independent Learning	Readings, preparation for class, review of material.	3.00	Every Week	3.00
Total Weekly Learner Workload				5.00
Total Weekly Contact Hours				2.00

Module Resources

Recommended Book Resources

Kenealy, John Peterson and Richard Corbett 2015, *The European Union: How Does it Work?*, Fourth Ed., Oxford University Press Oxford [ISBN: 9780199685370]

This module does not have any article/paper resources

Other Resources

e-book: John Baldwin 2016, *Brexit Beckons : Thinking Ahead by Leading Economists*, VOXEU, e-book
<http://voxeu.org/article/new-ebook-brexit-beckons>

Europa.eu Website of the European Union: The European Union [europa.eu](http://www.europa.eu)
<http://www.europa.eu>

Online Publication: Bettina Westle, Paolo Segatti 2016, *European Identity in the Context of National Identity: Questions of Identity in Sixteen European Countries in the Wake of the Financial Crisis*, Oxford Scholarship Online, Oxford Global
<http://www.oxfordscholarship.com/view/10.1093/acprof:oso/9780198732907.001.0001/acprof-9780198732907>

Website: Cultural Base: Social Platform on Cultural Heritage and European Identities [Culturalbase.eu](http://culturalbase.eu)
<http://culturalbase.eu/>

Module Delivered in

Programme Code	Programme	Semester	Delivery
TA_BAMCO_B	<u>Bachelor of Arts (Honours) in Advertising & Marketing Communications</u>	1	Mandatory
TA_BAMCO_D	<u>Bachelor of Arts in Advertising and Marketing Communications</u>	1	Mandatory