

VIRTUALIZATION OF TEACHING MODELS IN THE COMMUNICATION SCIENCES AREA IN NEBRIJA UNIVERSITY: THE WAY TOWARDS TEACHING BLENDED AND ONLINE DEGREES

1 INTRODUCTION

- The increase of universities and distance degrees offer reveals the exigency of a knowledge society, this demands a permanent and lifelong learning which allows the new professionals to acquire knowledge and qualify in different professional profiles, skills and abilities in order to adapt to the permanent change.
- The distance learning modality allows a bigger autonomy in the student's learning, enabling more timetable flexibility and the adjustment of the daily activity to the formation, adapting to the lifestyle of each student.
- The distance learning requires a larger commitment and discipline for the study and preparation of the subjects and it also demands a great level of interaction, preparation and evaluation on the part of students, tutors, teachers.
- The new technologies make possible the creation of a new learning and transference of knowledge space through the Internet: devices such as tablets and smartphones make the process easy.

2

EXPERIENCE OF THE FIRST ONLINE TITLE IN THE FACULTY OF COMMUNICATION SCIENCES: MASTER'S DEGREE IN MARKETING AND DIGITAL ADVERTISING FROM NEBRIJA UNIVERSITY

In the academic year of 2010/11, the Faculty of Communication Sciences of Nebrija University started a transforming period, on the one hand, adapting its degrees to the needs of the sector and, on the other hand, through the empowerment of the most appropriate professional skills nowadays.

3

ADAPTATION OF THE ACADEMIC OFFERING OF THE COMMUNICATION SCIENCES FACULTY TO THE DEMAND OF DISTANCE TEACHING

- A virtual campus easily accessible.
- Accessible teaching material.
- Access to the synchronous and asynchronous classes.
 - Exams and control tests online.
 - Teamwork and participation areas for students and teachers.
- A virtual campus easily accessible.
 - Final Master Project based on a real case of study.
 - The encouragement of team work and the need of active participation in the synchronous classes.

- The first degree verified in distance learning in the Communication Sciences Faculty was the Advertising and Public Relations degree, approved by ANECA on October 29th 2012. Then, the Journalism degree was verified on November 30th of the same year.
- The updating of the degree offer finishes with the renovation of the Audio-visual Communication degree, designed in the academic year 2013-14 for its implementation in 2014-15. In this case, ANECA has been asked for the verification of the program in face-to-face and blended modalities, as the practical approach of a growing number of subjects required the introduction of a blended methodology.
- The redesigning of the academic post graduate offer also includes the progressive incorporation of online titles, even more when the reference of the Master's degree in Marketing and Digital Advertising in its second edition is so positive.
 - ANECA verified on March 27th 2013 the Master's degree in Integrated Advertising Direction in face-to-face and distance modality
 - Afterwards, they obtained favourable report for their implementation in the Master's degree in Audiovisual Business Managing and - Master's degree in Web Journalism programs.

The Communication Sciences Faculty, on its way towards the teaching of distance degrees, includes currently in its portfolio programs with six face-to-face or blended modality degrees, two under graduate and four post graduate, and expects to add to this offer the new Audiovisual Communication Degree, in process of verification.

