

1. EVALUATION CRITERIA

The negotiated evaluation criteria, indicators and weight that committee members will use in the first phase of the selection process are shown in the Table 1.

RESEARCH MERITS IN ADVERTISING AND COMMUNICATION	60 Points
ACADEMIC TRAINING ADVERTISING AND COMMUNICATION	7 Points
TEACHING ADVERTISING AND COMMUNICATION	25 Points
OTHER MERITS	8 Points

TABLE 1: SH-UAB-LE-601 EVALUATION CRITERIA FOR THE FIRST PHASE

**UAB-LE-601 ADVERTISING (SERRA HÚNTER PROGRAM)
EVALUATION CRITERIA
ASPECT(S)**

1) RESEARCH MERITS IN ADVERTISING AND COMMUNICATION	60 points (max)
A. QUALITY OF RESEARCH IN ADVERTISING OR COMMUNICATION	
A.1. Indexed scientific publications (articles)	30
A.2. Non-indexed scientific publications	10
B. PARTICIPATION IN ADVERTISING AND COMMUNICATION RESEARCH PROJECTS AND RESEARCH CONTRACTS	5
C. PARTICIPATION IN INTERNATIONAL ADVERTISING AND COMMUNICATION CONFERENCES	5
D. EDITING WORK AND EVALUATIONS FOR INTERNATIONAL JOURNALS	5
E. PHD SUPERVISION IN ADVERTISING OR COMMUNICATION	3
F. OTHER MERITS/CONTRIBUTIONS/AWARDS IN RESEARCH	2
2) ACADEMIC AND RESEARCH TRAINING IN ADVERTISING AND COMMUNICATION	7
G. RESEARCH TRAINING: PRE-DOC AND POST-DOC STAYS OUTSIDE OF THE UNIVERSITY WHERE PHD HAVE BEEN OBTAINED	4
H. PHD IN ADVERTISING OR COMMUNICATION	2
I. OTHER MERITS IN ACADEMIC TRAINING	1
3) TEACHING IN ADVERTISING AND COMMUNICATION MERITS	25
J. UNIVERSITY COURSES TAUGHT (BACHELOR'S AND POST-GRADUATE) IN ADVERTISING AND COMMUNICATION AND PROFESSIONAL EXPERIENCE	7
K. POSITIVE EVALUATIONS OF TEACHING ACTIVITY	7
L. PROFESSIONAL EXPERIENCE IN ADVERTISING AND COMMUNICATION	3
M. ORIGINAL TEACHING MATERIALS AND INNOVATION PROJECTS RELATED TO UNIVERSITY TEACHING	3
N. PARTICIPATION AT CONFERENCES RELATED TO UNIVERSITY EDUCATION	2
O. SUPERVISION OF MASTER'S THESIS AND OTHER STUDENT'S PROJECTS IN COMMUNICATION	1
P. OTHER MERITS IN TEACHING	1
4) OTHER MERITS	8
Q. UNIVERSITY MANAGEMENT POSITIONS	4
R. AWARDS (NOT IN THE FIELD OF RESEARCH)	2
S. TEACHING SKILLS IN DIFFERENT LANGUAGES	2