

Official Master's from the University of Cadiz (R.D. 1393/2007)
1364 – MASTER'S DEGREE IN STRATEGIC MANAGEMENT AND INNOVATION IN COMMUNICATION

Objective: This Master's degree is aimed at participants' professional and research training in communication through training and professional development activities specific to research techniques.

Admission: Bachelor's degrees in Advertising, Public Relations, Audiovisual Communication and Journalism. Also, degrees in Humanities and Social and Legal Sciences.

RESEARCH AND FUNDAMENTALS		
SEM. GENERAL METHODOLOGY	Credit.	Sem.
COMMUNICATION, DIGITAL CULTURE AND INNOVATION	3	1º
COMMUNICATION POLICIES AND PUBLIC SPACE IN THE EU	3	1º
SEMINAR: ADVANCED TRENDS IN COMMUNICATION	3	1º
APPLIED RESEARCH WORKSHOP	3	2º
MEASUREMENT AND EVALUATION IN COMMUNICATION	3	2º

OPTIONAL MODULES

TRANSVERSAL MODULE

COURSE		CREDITS	SEM	COURSE		CREDITS	SEM
1364101	LEADERSHIP AND MANAGEMENT SKILLS	3	1	1364102	PERSONAL BRAND	3	2

INSTITUTIONAL MODULE				BUSINESS MODULE				SOCIAL MODULE			
COURSES		CREDITS	SEM	COURSES		C	S	COURSES		C	S
1364201	CYBER POLICIES AND CITIZEN PARTICIPATION	3	1	1364301	STRATEGY AND ADVERTISING CREATION	3	1	1364401	FUNDRAISING AND CROWDFUNDING	3	2
1362402	TOURISM BRANDING AND COMMUNICATION MANAGEMENT	3	1	1364302	TRANSADVERTISING. NEW ADVERTISING FOR CHANGING SOCIETIES	3	1	1364402	COMMUNICATIONS AND MINORS	3	2
1364203	LOBBY AND THINKTANKING	3	2	1364303	INTERACTIVE DIGITAL ADVERTISING	3	1	1364403	COMMUNICATION, CONFLICT AND GENDER VIOLENCE	3	2
1364202	COMMUNICATION MANAGEMENT	3	2	1364304	GLOBALISATION	3	2	1364403	COMMUNICATION FOR SOCIAL ACTION	3	2

COURSE		CREDITS
1364901	MASTER'S THESIS	12

TOTAL: 60 CREDITS

Each credit is equivalent to 25 hours of student work