

STUDY TRACK

COURSE	TYPE	CRED.	COURSE	TYPE	CRED.
Semester 1			Semester 2		
Economics	COR	6	Microeconomics	COR	6
Introduction to Business Economics	COR	6	Statistics	COR	6
Mathematics	COR	6	Marketing Management	COR	6
Introduction to Marketing	COR	6	IT tools for Communication	COR	6
Image Theory	COR	6	The structure of Advertising and PR	COR	6
Spanish language in Communication	COR	6	Communication Theory	COR	6
Semester 3			Semester 4		
Evolution of Advertising Forms and Processes	COM	6	Corporate Communication Design and management	COM	6
Evolution of PR Forms and Processes	COM	6	Institutional Corporate Image	COM	6
Strategic Planning and Management in Communication	COM	6	Marketing and Account Management	COM	6
Media Planning and Support	COM	6	Graphic, Multimedia and Commercial design	COM	6
Scientific Research in Communication	COM	6	Business Communication Systems I	COM	6
Advanced Statistics	COM	6	Analysis Tools for the Economic Environment	COM	6

M.I.M.
ADVERTISING

CORE. Core courses. COM. Compulsory. ELE. Elective. FDP. Final Degree Project