

**RECOMMENDED STUDY TRACK**

YE AR	SE M ES TE R	CODE	COURSE	TYPE	CREDI TS
YE A R 1	1	31309001	THE SOCIAL PSYCHOLOGY OF COMMUNICATION	CC	6
		31309004	ECONOMICS	CC	6
		31309006	SOCIOLOGY	CC	6
		31309008	IMAGE THEORY	CC	6
		31309009	SPANISH LANGUAGE IN COMMUNICATION	CC	6
	2	31309002	COMMUNICATION THEORY	CC	6
		31309003	COMMUNICATION LAW	CC	6
		31309005	ECONOMIC AND SOCIAL HISTORY	CC	6
		31309007	STRUCTURE OF ADVERTISING AND PUBLIC RELATIONS	CC	6
		31309010	IT TOOLS FOR COMMUNICATION	CC	6
YE A R 2	1	31309011	EVOLUTION OF ADVERTISING FORMS AND PROCESSES	C	6
		31309013	SCIENTIFIC RESEARCH IN COMMUNICATION	C	6
		31309015	STRATEGIC MANAGEMENT AND PLANNING IN COMMUNICATION	C	6
		31309019	MEDIA PLANNING	C	6
		31309012	EVOLUTION OF PUBLIC RELATIONS FORMS AND PROCESSES	C	6
	2	31309021	INSTITUTIONAL COMMUNICATION DESIGN AND MANAGEMENT	C	6
		31309016	MARKETING AND ACCOUNT MANAGEMENT	C	6
		31309020	GRAPHIC, MULTIMEDIA AND COMMERCIAL SPACE DESIGN	C	6
		31309022	INSTITUTIONAL CORPORATE IMAGE	C	6
		31309023	BUSINESS COMMUNICATION SYSTEMS I	C	6
YE A R 3	1	31309014	RESEARCH METHODS AND TECHNIQUES: MEDIA AND AUDIENCE	C	6
		31309017	ADVERTISING CREATIVITY	C	6
		31309018	NEW TECHNOLOGIES IN COMMUNICATION	C	6
		31309025	COMMUNICATION FOR DEVELOPMENT AND SOCIAL CHANGE	C	6
		31309027	COMMUNICATION AND EMOTIONAL INTELLIGENCE WORKSHOPS	C	6
		31309047	ADVERTISING PRODUCTION IN GRAPHIC AND AUDIOVISUAL MEDIA	E	6
	2	31309024	BUSINESS COMMUNICATION SYSTEMS II	C	6
		31309026	COMMUNICATION, HUMAN RIGHTS AND EQUALITY	C	6
		31309028	WORKSHOPS ON DIGITAL PROJECT MANAGEMENT IN ADVERTISING AND PUBLIC RELATIONS	C	6
		31309037	MULTIMEDIA TOOLS AND ANIMATION	E	6
YE A R 4	1	31309030	INTERNATIONAL AND INTERCULTURAL COMMUNICATION	E	6
		31309032	PROTOCOL AND EVENT MANAGEMENT TECHNIQUES	E	6
		31309035	DIGITAL COMMUNICATION	E	6
		31309039	TECHNOLOGY AND WEB PUBLISHING	E	6
		31309048	POLITICAL COMMUNICATION	E	6
	2	31309029	LANGUAGE AND EFFECTIVE COMMUNICATION	E	6
		31309031	GLOBAL SOCIETIES AND LIFESTYLES	E	6
		31309033	ENGLISH FOR ADVERTISING AND PUBLIC RELATIONS	E	6
		31309036	AUDIOVISUAL PROJECT MANAGEMENT AND PRODUCTION	E	6

	31309038	INTERACTIVE MEDIA AND PLATFORMS	E	6
<b>ANUAL</b>	31309041	FINAL DEGREE PROJECT	T	6
	31309042	COMPANY INTERNSHIPS	C	12
	31309043	THE CREATION OF COMMUNICATION COMPANIES	C	6
	31309044	ENGLISH FOR PROFESSIONAL PURPOSES	C	6

- Students must take all the Core Courses (CS) and Compulsory Courses (C).
- Students must take 12 elective credits from the ones in grey and 54 elective credits from the other electives offered.

DISTRIBUTION OF THE CURRICULUM IN ECTS CREDITS BY SUBJECT	
<b>Total credits:</b>	<b>240</b>
<b>(CC)</b> Core Subjects	60
<b>(E)</b> Electives	66
<b>(C)</b> Compulsory Courses	108
<b>(P)</b> Final Degree Project	6

**SUBJECTS & CONTENTS**

Distribution of subjects within the Degree	Contents
Social Communication Psychology	Communication as a social fact. Communicative effectiveness in psychosocial processes. Persuasive Communication. Words as expressions of meanings. Verbal and non-verbal communication. Mass communication. Media.
Economics	Microeconomic analysis of markets (consumer behaviour and business). Macroeconomic analysis of the company environment
Sociology	Society, culture and organization. Social classes and social stratification. Social structure. Basic elements in social research.
Image Theory	Mass communication codes: audiovisual, sound, graphic, digital, written and oral. Iconicity and narrativity. Introduction to the design and analysis of graphic, audiovisual and digital images.
Spanish Language Communication	Spanish and its linguistic varieties. Use of language. Factors of the process of communication and functions of language. Media and the use of language.
Communication Theory	Media in the Information Society. Origins of Media Research. Classical theories on social communication. Theories of communication in the new social context.
Communication Law	Sources, constitutional bases and limits. Administrative organization of communication. The General Law of Advertising. Legal regime of media contents.
Social and Economic History	Spread of industrialization. Fluctuations and crises in industrialized economies. The economic growth of developing countries (differences between North and South).
Structure of Advertising and Public Relations	Introduction to the theory of Advertising and Public Relations. Analysis of Advertising and Public Relations context and public. Basic Tools of Advertising and Public Relations.
IT Tools for Communication	Concepts of computer technology for communication. Digital image processing. Bitmap and vectorial. Tools for texts and presentations.
Evolution of advertising forms and processes	Origin and evolution of advertising communication forms and processes. Functions and members of the advertising system within the general framework of advertising theory. Theoretical models. Advertising communication processes. Paradigmatic models in PRs. Strategic planning and main PR tools
Scientific research in communication	Applied scientific research. Communication research planning. Research methodology. Quantitative research methods. Qualitative and experimental research methods. Applied research and science communication.
Strategic Management and planning in Communication	Strategic planning in the field of communication. Communication in marketing. Communication strategies and techniques. Management and planning strategic system.
Media planning	Advertising media. The target audience. Media offer in Spain. Sources of information. The media planning variables. Design and implementation of a media plan.
Evolution of PPRR forms and processes	Theory and history of propaganda. Birth and historical evolution of public relations in the United States. Public relations in Europe. Public relations models. Conceptual approach to public relations.

Institucional Management and design of institutional communication	Dircom. Institutional communication in organizations. Management of communication with the media. Global multimedia groups. Making news. Today's creation processes. Techniques of providing information to the media. Management of internal communication processes. Protocols in institutional communication.
Marketing and Account Management	Marketing Management. Marketing strategies and use of the marketing mix. Planning, execution and control of the Marketing Plan. Introduction to account management. Functions of the account manager. Agency-advertiser relations.
Graphic Design and Multimedia of Commercial Settings	Leisure and commercial areas. Commercial - recreational areas. Communication in the commercial setting. Internet, the new communicative commercial area. Multimedia systems applied to advertising.
Institutional corporate image	Components of corporate identity. Institutional image specifications. Analysis and audit. Configuration of corporate personality. The brand. Visual identity. Corporate culture. Institutional corporate image in crisis situations.
Business Communication Systems	Identity and corporate image. Corporate communication in organizations. The communication Audit. The communication Plan. External communication. Internal communication. Corporate Social Responsibility. Associations, awards and media in the sector.
Research Methods and Techniques: Media and Audience	Concepts of communication research. The research processes. Research strategies. Media research. Advertising research. Applied research: print media, audiovisual media, advertising and PR and effects in the media.
Advertising Creativity	The creative process. Creativity in the media. Methods and techniques applied to advertising and PR. Applied creativity
New technologies in Communication	Characteristics of hypertextual and multimedia communication. Internet and website typology. Communicative possibilities of web 2.0. Project approach to web information architecture.
Communication for Development and Social Change,	Historical evolution of Human Rights and Communication. Human Rights and Communication in the Information Society: Free Software, Open Knowledge and Intellectual Property. Speech, image and power. Communication and Equality policies in the Information Society. Relations between Communication, social change and development. Models and stages of the CDCS. The third audiovisual sector. New trends in CCS. Social Advertising. CSR. Social networks.
Communication and Emotional Intelligence Workshops	Biological basis of emotional intelligence. Linkage with organization and labour relations in communication. Emotional intelligence and leadership.
Advertising production in graphic and audiovisual media	Design and sketches for the development of the Advertising Campaign. Hiring for the Development of Advertising Items. The Advertising Script. The Study of audiovisual, graphic and Sound Production.
Business Communication Systems II	Crisis communication. PR and lobbying. Lobbying. Techniques for the organization of company events. Financial public relations. Public Relations in the tourism sector. Training of spokespersons.
Communication, Human Rights and Equality	The relationships between Communication, Social Change and Development. The contexts and scenarios of Communication for Development and Social Change (CDCS). Models and stages of Communication for Development and Social Change. The social actors driving Communication for Development and Social Change. Communication for Development and Social Change in social networks.

Workshops of Digital Project Management in Advertising and Public Relations	Definition and formation of teams. Leader role. Teamwork techniques. Strategies. The importance of teamwork in communication organizations.
Multimedia and animation Tools	Author software concepts and tools. 2D and 3D animation. Tools for the development of 3D animations
Ethics and Deontology in Advertising and Public relations	Ethics: concept, types and characteristics. Regulation and self-regulation of ethics applied to advertising and public relations. Basic principles of advertising deontological ethics.
Copywriting	Fundamentals of copywriting. Creative and rhetorical strategies. Tone of voice in advertising. The brand name and slogan. Music in advertising. Copywriting applied to graphic media. Copywriting applied to audiovisual and digital media.
Art Direction in Advertising	Harmonisation and arrangement of Design Elements in Advertising Campaigns. The Art Director's creative process and their link to the creative team. The study of the aesthetic references to meet the strategic communication objectives.
International and Intercultural Communication	International communication strategies. International communication techniques. Common intercultural and international communicative space. Principles of intercultural communication. Stereotypes and intercultural conflicts.
Protocol techniques and events organization	Audiences management through events organisations. Precedents and universal history of ceremonial and protocol. Techniques. Official Protocol. Regulations. State, regional and local protocol.
Digital Communication	Digital culture. New media theories. New media, digitality, interactivity, virtuality, networking, simulation. Participatory communication. Communication and digital citizenship.
Technology and Web Publication	Technology and protocols on the Internet. Elements of the Internet network. Concept and tools for content development and publications on the Internet.
Political Communication	Conceptual differences between political communication, political advertising, political marketing and propaganda. The ideological framework of political communication. Political and electoral campaigns. Political advertising. Political public relations. The creation of political image.
Language and Effective Communication	Socio-anthropological foundations of linguistic communication. Psycholinguistic mechanisms of persuasion. Communication and written information. Oral expression techniques. Linguistic strategies in specialized communication
Global Societies and Lifestyles	Lifestyles: Modernity, postmodern and global society. Social transformations and consumption trends. Groups and social categories. Mass consumption and social change. Consumer research methodology.
English for Advertising and Public Relations	Application of techniques to achieve level B1 of the European Reference Framework for Languages in order to understand complex texts on specific or abstract subjects (technical), interrelations with natives in a fluid way and production of texts on diverse subjects as well as to defend a point of view on general topics.
Audiovisual Projects management and production	Basic concepts of production and audiovisual language: sequence, plane, scene and shot. Formats, typologies and genres of audiovisual products. Audiovisual genres. The multi-camera production. Design of audiovisual projects. Context and audiovisual production equipment. Digital integration. Audiovisual 2.0. Filming and Production in new formats. Crowdfunding. Audio-visual and multimedia products marketing.

Interactive media and platforms	Interactive communication. Strategies and techniques of interactive communication. Interactive message. Means and formats of interactive communication. Audiences. Positioning through interactive communication.
Final Project	Carrying out an academic essay to demonstrate the acquisition of the Degree competences. Introduction to research. Written research essay on an issue related to advertising and PR
Companies internships	Practices of an advertising professional in its different fields
Communication Entrepreneurship	Design of a Feasibility Plan for a project / company in the field of advertising.
English for Professional Purposes	