



INTERNATIONAL STAFF WEEK



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Advertising and Public Relations grade

Facultad de Ciencias Sociales y de la Comunicación

Our offer

An individualized Tutelary Action Plan for new students.

Highly qualified and specialized teaching staff in the area of knowledge of the degree, with an important professional, academic and scientific career.

Possibility of taking part of the studies in European or Spanish universities with which there are agreements.

Internships in companies of recognized prestige in the sector.

Advertising & PR

Advertising & PR + Marketing

Advertising & PR + Tourism



Advertising & PR

Advertising & PR + Marketing

Advertising & PR + Tourism



Subjects

10

1	31309001	THE SOCIAL PSYCHOLOGY OF COMMUNICATION
	31309004	ECONOMICS
	31309006	SOCIOLOGY
	31309008	IMAGE THEORY
	31309009	SPANISH LANGUAGE IN COMMUNICATION
2	31309002	COMMUNICATION THEORY
	31309003	COMMUNICATION LAW
	31309005	ECONOMIC AND SOCIAL HISTORY
	31309007	STRUCTURE OF ADVERTISING AND PUBLIC RELATIONS
	31309010	IT TOOLS FOR COMMUNICATION

Subjects

2^o

1	31309011	EVOLUTION OF ADVERTISING FORMS AND PROCESSES
	31309013	SCIENTIFIC RESEARCH IN COMMUNICATION
	31309015	STRATEGIC MANAGEMENT AND PLANNING IN COMMUNICATION
	31309019	MEDIA PLANNING
	31309012	EVOLUTION OF PUBLIC RELATIONS FORMS AND PROCESSES
2	31309021	INSTITUTIONAL COMMUNICATION DESIGN AND MANAGEMENT
	31309016	MARKETING AND ACCOUNT MANAGEMENT
	31309020	GRAPHIC, MULTIMEDIA AND COMMERCIAL SPACE DESIGN
	31309022	INSTITUTIONAL CORPORATE IMAGE
	31309023	BUSINESS COMMUNICATION SYSTEMS I



Subjects

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1	31309014	RESEARCH METHODS AND TECHNIQUES: MEDIA AND AUDIENCE
	31309017	ADVERTISING CREATIVITY
	31309018	NEW TECHNOLOGIES IN COMMUNICATION
	31309025	COMMUNICATION FOR DEVELOPMENT AND SOCIAL CHANGE
	31309027	COMMUNICATION AND EMOTIONAL INTELLIGENCE WORKSHOPS
	31309047	ADVERTISING PRODUCTION IN GRAPHIC AND AUDIOVISUAL MEDIA
2	31309024	BUSINESS COMMUNICATION SYSTEMS II
	31309026	COMMUNICATION, HUMAN RIGHTS AND EQUALITY
	31309028	WORKSHOPS ON DIGITAL PROJECT MANAGEMENT IN ADVERTISING AND PUBLIC RELATIONS
	31309037	MULTIMEDIA TOOLS AND ANIMATION
	31309034	ETHICS AND DEONTOLOGY OF ADVERTISING AND PUBLIC RELATIONS
	31309045	COPYWRITING
	31309046	ART DIRECTION IN ADVERTISING

Subjects

40

1	31309030	INTERNATIONAL AND INTERCULTURAL COMMUNICATION
	31309032	PROTOCOL AND EVENT MANAGEMENT TECHNIQUES
	31309035	DIGITAL COMMUNICATION
	31309039	TECHNOLOGY AND WEB PUBLISHING
	31309048	POLITICAL COMMUNICATION
2	31309029	LANGUAGE AND EFFECTIVE COMMUNICATION
	31309031	GLOBAL SOCIETIES AND LIFESTYLES
	31309033	ENGLISH FOR ADVERTISING AND PUBLIC RELATIONS
	31309036	AUDIOVISUAL PROJECT MANAGEMENT AND PRODUCTION
	31309038	INTERACTIVE MEDIA AND PLATFORMS

Activities

CATEGORÍA
GRÁFICA
PUBLICITARIA



Activities



THANKS!



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