

CURRICULUM

8 SEMESTERS – 240 ECTS – 40 PLACES

BARCELONA CAMPUS – SPANISH, CATALAN AND ENGLISH

TIMETABLE: MORNINGS – FROM SEPTEMBER TO JUNE

1

ECTS	SEMESTER 1
6	Anthropology
6	History and Foundations of Journalism
6	Written Expression
3	Introduction to Audiovisual Language
3	Voiceover
3	Filming
3	Online Community Management
30	Subtotal

ECTS	SEMESTER 2
6	Introduction to Journalistic Language
3	Photojournalism
6	Journalistic Writing I: News and Chronicles
6	Sociology
6	Contemporary Thought
3	Media and Public Opinion
30	Subtotal

2

ECTS	SEMESTER 1
6	Communication Research
6	Radio News
6	Journalistic Writing II: Interviews and Reports
6	Advertising Formats and Copywriting
6	Public Speaking
30	Subtotal

ECTS	SEMESTER 2
6	Economics
6	Information Law
6	Ethics
6	Television News
6	DirCom: Corporate and Institutional Communication
30	Subtotal

3

ECTS	SEMESTER 1
6	Geopolitics
3	Sustainable Event Management, Sponsorship and Protocol
6	Press Office
3	Business
6	Radio Production and Management
3	Cultural Foundations I
3	Design
30	Subtotal

ECTS	SEMESTER 2
3	Contemporary Legal and Political Institutions
6	Television Production and Management
3	Cultural Foundations II
18	Elective
30	Subtotal

4

ECTS	SEMESTER 1
6	Digital Journalism Projects
6	Journalism Project Design
3	Marketing
3	The Language of Live TV
3	Audience Analysis
3	Documentary
3	Contemporary Culture, Tech and Innovation
3	The Language of Radio
30	Subtotal

ECTS	SEMESTER 2
11	Final Bachelor's Degree Project
10	Academic Work Placements
9	Elective
30	Subtotal

BACHELOR'S DEGREE IN JOURNALISM ELECTIVES*

- Judicial Journalism
- Infotainment
- Sports Journalism
- Media Literacy
- Fashion and Trends Communication
- Political Communication
- Audiovisual Reporting
- Internal Communication
- News Production

- Corporate Social Responsibility
- Specialised Institutional Communication
- Corporate Leadership
- Economic and Financial Journalism
- Environmental Communication
- Communication and Corporate Culture
- Television Production
- People Management
- AI Applied to Journalism

CORPORATE COMMUNICATION SPECIALISATION ELECTIVES*

- Political Communication
- Internal Communication
- Corporate Social Responsibility
- Specialised Institutional Communication
- Corporate Leadership
- Communication and Corporate Culture
- People Management



*The availability of optional subjects will depend on demand each year.