

BACHELOR'S DEGREE IN

JOURNALISM

Updated curriculum aligned with the evolution of journalism and the needs of the professional market.

New Minor in Corporate Communication, expanding career opportunities in companies and institutions.

Stronger practical training and exposure to emerging technologies, while maintaining a solid ethical and humanistic foundation.

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.