

BACHELOR'S DEGREE IN

AD VER TI SING AND PUBLIC RELATIONS

Updated curriculum aligned with the new dynamics

of marketing and brand
communication.

Stronger marketing training from the first year,

integrating creativity, strategy
and brand management.

**More real projects and
industry collaboration,**
enhancing employability.

CURRICULUM

8 SEMESTERS – 240 ECTS – 60 PLACES

BARCELONA CAMPUS – SPANISH, CATALAN AND ENGLISH

TIMETABLE: MORNINGS – FROM SEPTEMBER TO JUNE

1	ECTS	SEMESTER 1	ECTS	SEMESTER 2
	6	Anthropology	6	Contemporary Thought
	6	Writing and Written Communication	6	Sociology
	3	History and Theory of Advertising	3	History and Theory of Public Relations
	3	Aesthetics	6	Business
	6	Audiovisual Communication for Advertising	3	Design I: Introduction to Graphic Design
	3	Marketing I: Marketing Foundations	3	The Advertising Industry
	3	Public Speaking	3	Audiovisual Narrative for Advertising
	30	Subtotal	30	Subtotal

2	ECTS	SEMESTER 1	ECTS	SEMESTER 2
	3	Creative Industries	6	DirCom: Corporate and Institutional Communication
	3	Video and Audio Editing	3	Law I: Intellectual Property and Patents
	6	Copywriting	3	Marketing II: Digital Marketing
	6	Radio Communication	3	Psychology
	6	Research in Advertising and Public Relations	3	Advertising Music
	6	Economics	3	Design II: Design Applied to Advertising and Public Relations
	30	Subtotal	3	Structure and Planning of Advertising Media
			6	Ethics
			30	Subtotal

3	ECTS	SEMESTER 1	ECTS	SEMESTER 2
	6	Creativity, Innovation and New Advertising Formats	6	Workshop: Advertising Spot
	3	Strategic Management	6	Market Research and Consumer Behaviour
	6	Press Office and Media Relations	3	Photography
	3	Cultural Foundations I	3	Cultural Foundations II
	3	Workshop: Digital Creativity and Social Media	12	Elective
	6	Advertising and Public Relations Agency	30	Subtotal
	3	Design III: Web and App Design		
	30	Subtotal		

4	ECTS	SEMESTER 1	ECTS	SEMESTER 2
	3	Marketing III: Ecommerce & Creators Economy	11	Final Bachelor's Degree Project
	3	Law II: Consumer Rights	10	Academic Work Placements
	6	Television Production and Direction	9	Elective
	3	Branding and Brand Strategy	30	Subtotal
	3	Audio Branding		
	3	Entrepreneurship: Business Creation		
	6	Event Management, Sponsorship and Protocol		
	3	The Art of Negotiation		
	30	Subtotal		

ELECTIVES ADVERTISING AND PUBLIC RELATIONS*

- Fashion and Trends Communication
- Political Communication
- Internal Communication
- Corporate Social Responsibility
- Specialised Institutional Communication
- Corporate Leadership
- Environmental Communication
- Communication and Corporate Culture
- People Management
- Advertising Copywriting
- AI Applied to Advertising

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