

CURRICULUM

8 SEMESTERS – 240 ECTS – 60 PLACES

BARCELONA CAMPUS – SPANISH, CATALAN AND ENGLISH

TIMETABLE: MORNINGS – FROM SEPTEMBER TO JUNE

1

ECTS SEMESTER 1

- 6 Anthropology
- 6 Writing and Written Communication
- 3 History and Theory of Advertising
- 3 Aesthetics
- 6 Audiovisual Communication for Advertising
- 3 Marketing I: Marketing Foundations
- 3 Public Speaking

30 Subtotal

ECTS SEMESTER 2

- 6 Contemporary Thought
- 6 Sociology
- 3 History and Theory of Public Relations
- 6 Business
- 3 Design I: Introduction to Graphic Design
- 3 The Advertising Industry
- 3 Audiovisual Narrative for Advertising

30 Subtotal

2

ECTS SEMESTER 1

- 3 Creative Industries
- 3 Video and Audio Editing
- 6 Copywriting
- 6 Radio Communication
- 6 Research in Advertising and Public Relations
- 6 Economics

30 Subtotal

ECTS SEMESTER 2

- 6 DirCom: Corporate and Institutional Communication
- 3 Law I: Intellectual Property and Patents
- 3 Marketing II: Digital Marketing
- 3 Psychology
- 3 Advertising Music
- 3 Design II: Design Applied to Advertising and Public Relations
- 3 Structure and Planning of Advertising Media
- 6 Ethics

30 Subtotal

3

ECTS SEMESTER 1

- 6 Creativity, Innovation and New Advertising Formats
- 3 Strategic Management
- 6 Press Office and Media Relations
- 3 Cultural Foundations I
- 3 Workshop: Digital Creativity and Social Media
- 6 Advertising and Public Relations Agency
- 3 Design III: Web and App Design

30 Subtotal

ECTS SEMESTER 2

- 6 Workshop: Advertising Spot
- 6 Market Research and Consumer Behaviour
- 3 Photography
- 3 Cultural Foundations II
- 12 Elective

30 Subtotal

4

ECTS SEMESTER 1

- 3 Marketing III: Ecommerce & Creators Economy
- 3 Law II: Consumer Rights
- 6 Television Production and Direction
- 3 Branding and Brand Strategy
- 3 Audio Branding
- 3 Entrepreneurship: Business Creation
- 6 Event Management, Sponsorship and Protocol
- 3 The Art of Negotiation

30 Subtotal

ECTS SEMESTER 2

- 11 Final Bachelor's Degree Project
- 10 Academic Work Placements
- 9 Elective

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.