

(\* ) Indicates that there are additional or special requirements, consult the end of the document



Santa Cruz de Marcenado, 27  
28015 Madrid - España.

## Corporate Communication, Protocol and Event Organization

Integrated Programme in Communication Sciences  
International offering 2024-2025

### FIRST SEMESTER (September to January only)

ECTS	Acad. Year	Course Name	Language
6	1	<a href="#">Organization of communication</a>	Spanish
6	1	<a href="#">Communication skills: writing and speaking *</a>	Spanish
6	1	<a href="#">Development of Professional competences I</a>	Spanish / English
6	2	<a href="#">Event design and organization workshop I</a>	Spanish
6	2	<a href="#">Business and social protocol *</a>	Spanish C1
6	2	<a href="#">Informative writing *</a>	Spanish C1
6	2	<a href="#">International protocol *</a>	Spanish C1
6	3	<a href="#">Event design and organization workshop II</a>	Spanish
6	3	<a href="#">Corporate social responsibility</a>	Spanish
6	4	<a href="#">Congresses, fairs and exhibitions</a>	Spanish

### SECOND SEMESTER (January to May / June only)

ECTS	Acad. Year	Course Name	Language
6	1	<a href="#">Corporate communication</a>	Spanish
6	1	<a href="#">Business and Economic management</a>	Spanish
6	1	<a href="#">Marketing and advertising</a>	Spanish
6	1	<a href="#">Institutional Protocol *</a>	Spanish C1
6	2	<a href="#">Digital communication and social networks</a>	Spanish
6	2	<a href="#">Development of professional competences II</a>	Spanish / English
6	2	<a href="#">Internal communication management</a>	Spanish
6	3	<a href="#">Scenography and art direction at events *</a>	Spanish
6	4	<a href="#">Communication plan *</a>	Spanish C1

#### \* ANNOTATIONS AND SPECIAL REQUIREMENTS:

Communication skills: writing and speaking

Obligatory to have Spanish B2 or better to take this course.

Business and social protocol

C1-level in Spanish is required to enroll in this subject.

Informative writing

C1-level in Spanish is required to enroll in this subject.

International protocol

C1-level in Spanish is required to enroll in this subject.

Event design and organization workshop II

Syllabi:

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Interested students need to have done Event design and organization workshop I, or come from similar studies with previous equivalent knowledge from their home university.

Congresses, fairs and exhibitions

Interested students need to have done Event design and organization workshop I, or come from similar studies with previous equivalent knowledge from their home university.

Institutional Protocol

C1-level in Spanish is required to enroll in this subject.

Scenography and art direction at events

Interested students need to have done Event design and organization workshop I, or come from similar studies with previous equivalent knowledge from their home university.

Communication plan

C1-level in Spanish is required to enroll in this subject.