

(*) 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 2023-2024

FIRST SEMESTER (September to January only)

| ECTS | Acad. Year | Course Name | Language |
|------|------------|--|----------|
| 6 | 1 | Organization of communication | Spanish |
| 6 | 1 | Communication skills: writing and speaking * | Spanish |
| 6 | 1 | Development of Professional competences I | Spanish |
| 6 | 2 | Business and social protocol | Spanish |
| 6 | 2 | Informative writing * | Spanish |
| 6 | 2 | Event design and organization workshop I | Spanish |
| 6 | 2 | Public opinion | Spanish |
| 6 | 3 | Event design and organization workshop II | Spanish |
| 6 | 3 | Corporate social responsibility | Spanish |
| 6 | 3 | Public Speaking Workshop * | Spanish |
| 6 | 4 | Congresses, fairs and exhibitions | Spanish |

SECOND SEMESTER (January to May / June only)

| ECTS | Acad. Year | Course Name | Language |
|------|------------|--|----------|
| 6 | 1 | Corporate communication | Spanish |
| 6 | 1 | Institutional Protocol * | Spanish |
| 6 | 1 | Marketing and advertising | Spanish |
| 6 | 1 | Business and Economic management | Spanish |
| 6 | 2 | International protocol | Spanish |
| 6 | 2 | Development of professional competences II | Spanish |
| 6 | 2 | Digital communication and social networks | Spanish |
| 6 | 2 | Internal communication management | Spanish |
| 6 | 3 | Scenography and art direction at events | Spanish |
| 6 | 4 | Communication plan | Spanish |

* ANNOTATIONS AND SPECIAL REQUIREMENTS:

Institutional Protocol *

It is essential to have a B2 level of Spanish or perhaps even C1.

Communication skills: writing and speaking *

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

Informative writing *

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

Public Speaking Workshop *

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

Syllabi:

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

