

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



Santa Cruz de Marcenado, 27
28015 Madrid - España.

Advertising and Public Relations

Integrated Programme in Communication Sciences
International offering 2023-2024

FIRST SEMESTER (September to January only)

ECTS	Acad. Year	Course Name	Language
6	1	Professional Competencies Development I	Spanish/English
6	1	Advertising Structures	Spanish
6	1	Aesthetics and visual culture	Spanish
6	2	Literature and creation *	Spanish/English
6	2	Basic Economics *	Spanish/English
6	2	Consumer Behaviour *	Spanish
6	3	Advertising Creativity *	Spanish C1
6	4	Mobile Marketing	Spanish
6	4	Art direction *	Spanish
6	4	Transmedia Narrative	Spanish
6	4	Communication Management	Spanish
6	1	The Firm Analysis *	Spanish/English

SECOND SEMESTER (January to May / June only)

ECTS	Acad. Year	Course Name	Language
6	1	Basic marketing *	Spanish/English
6	2	Professional Competencies Development II	Spanish/English
6	2	Marketing and digital communication	Spanish
6	2	PR Techniques	Spanish
6	3	Account Planning *	Spanish
6	4	Event design workshop *	Spanish/English

* ANNOTATIONS AND SPECIAL REQUIREMENTS:

Advertising Creativity *

It is recommended having advanced knowledge of cameras and video editing. It is necessary as well to have C1 in Spanish and attend 100% in-person.

Account Planning *

It is important to note that the content is similar to Strategic Brand Communication in the Marketing Degree

Basic marketing *

It is possible to offer this subject in English, but it is pending to close the group

Literature and creation *

It is possible to offer this subject in English, but it is pending to close the group

Syllabi:

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Basic Economics *

It is possible to offer this subject in English, but it is pending to close the group

The Firm Analysis *

It is possible to offer this subject in English, but it is pending to close the group

Consumer Behaviour *

Limited spots

Event design workshop *

Limited spots