

CEU-SAN PABLO UNIVERSITY
SCHOOL OF HUMANITIES AND COMMUNICATION
OFFER OF COURSES IN ENGLISH 2014-2015

4 DEGREES IN COMMUNICATION

(JOURNALISM, BROADCAST MEDIA, ADVERTISING & PUBLIC RELATIONS, DIGITAL COMMUNICATION)

○ **A/S:** a: annual subject; s: semester subject

1st SEMESTER (AUTUMN)

<i>Course</i>	<i>A/S</i>	<i>ECTS</i>
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1st YEAR

Theory of Communication and Information	a	9 ¹
Anthropology	a	6 ¹
Thought and Technology	a	6 ¹
Writing for the Media I	s	6
Basics of Photography	s	6
Great Books	s	6
History and Society	s	6
Basics of Art and Design	s	6
Political and Cultural Thought	s	6

2nd YEAR

Contemporary Literature	s	6
Television	s	6
Radio	s	6
Contemporary World History	s	6
Basics of Advertising	s	6
Writing for the Media II	s	6
Social Doctrine of the Cath. Church	s	6

Communication and Marketing	s	6
Corporate Communication	s	6

Audiovisual Narrative I	s	4.5
Audiovisual System I	s	4.5

Journalistic Design	s	6
Modern Language: English	s	6

Visual Communication and the New Media	s	6
Technologies for Web-design and programming	s	6

<i>Course</i>	<i>A/S</i>	<i>ECTS</i>
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3rd YEAR

Law	s	6
Ethics and Deontology	s	6

Structure of the Advertising and Communication Sector	s	6
Art Direction	s	6
Advertising Production	s	6

4th YEAR

Public Opinion	s	6
Communication and Culture	s	6

Strategic Communication	s	6
Integrated Communication	s	6
Media Planning	s	6

¹: Half the credits for only one semester

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2nd SEMESTER (SPRING)

<i>Name of the course</i>	<i>A/S</i>	<i>ECTS</i>
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1st YEAR

Theory of Communication and Information	a	9 ¹
Anthropology	a	6 ¹
Thought and Technology	a	6 ¹
Writing for the Media I	s	6
Basics of Photography	s	6
Great Books	s	6
History and Society	s	6
Basics of Art and Design	s	6
Political and Cultural Thought	s	6

2nd YEAR

Contemporary Literature	s	6
Television	s	6
Radio	s	6
Contemporary World History	s	6
Basics of Advertising	s	6
Writing for the Media II	s	6
Social Doctrine of the Cath. Church	s	6

Creative Thinking	s	6
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Audiovisual Narrative II	s	4.5
Audiovisual System II	s	4.5

Structure and Analysis of the Information	s	6
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<i>Name of the course</i>	<i>A/S</i>	<i>ECTS</i>
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3rd YEAR

Contemporary Spanish History	s	6
Technology and New Media	s	6
Business and institutional Communication	s	6
Modern Language: English	s	6
Market Research	s	6

4th YEAR

Political Communication	s	6
Applied Law	s	6

Brand Management	s	6
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¹: Half the credits for only one semester