



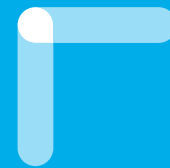
CEU | *Universidad  
San Pablo*

JOURNALISM  
ADVERTISING AND  
PUBLIC RELATIONS  
DIGITAL COMMUNICATIONS  
AUDIOVISUAL COMMUNICATIONS  
HUMANITIES  
HISTORY  
ART HISTORY

THE  
PLACE  
TO “**BE**”

ACADEMIC YEAR  
2019-2020





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Universidad CEU San Pablo

# THE PLACE TO BE



Universidad CEU San Pablo

# THE PLACE TO BE

Education should not only be about the chosen field of study (Social, Experimental, Health Sciences, etc.). It should be more **comprehensive**: all training should be **professionally empowering** and **allow us to grow as a person**. In order to achieve this, at Universidad CEU San Pablo we give our students solid values, which are based on Christian Humanism.

These pillars have allowed Universidad CEU San Pablo to set the standards of higher education. Today, many of our alumni are some of the most qualified and recognized professionals of our country, and are now sharing the school's values and spirit.

For these reasons, we hope and trust that, when you choose **what you want to be and the best School to get you there**, you will decide on Universidad CEU San Pablo. We look forward to starting this journey with you, being there for you along the way, and taking you to the finish line.

## THE 5 PILLARS OF OUR EDUCATION

80+

YEARS TEACHING  
HIGHER EDUCATION



A PRESTIGIOUS  
FACULTY



INTERNATIONALLY  
DRIVEN



CORPORATE  
DRIVEN



TEACHING  
VALUES

## THE SCHOOL OF HUMANITIES AND COMMUNICATION SCIENCES

Our School's history **goes back to 1926**, with our former Journalism School for a newspaper called El Debate (The Debate), which was the first initiative to create standardized training in Communications in Spain. Since 1993 our study plans have included classes in the digital field, and since 2012 a Bachelor's Degree in Digital Communications has been added and our humanistic education expanded upon.

We are the only educational institution in Spain that offers **the four Bachelor's Degrees in Communications in English**. This unique opportunity can be paired with the option of studying abroad.

Thanks to our subject-matter expert professors, our resources and facilities, our own media and the mandatory internships, our School is the **perfect match for a student with ambitious goals**.

*\*All classes but Spanish Language and the business internship, which are in Spanish.*



# 10 REASONS TO STUDY AT UNIVERSIDAD CEU SAN PABLO

## 01

### TRADITION



More than 80 years  
of experience.

## 02

### QUALITY



Our study plans are  
carefully designed to  
ensure rigorous learning,  
demanding classes,  
and the highest teaching  
requirements.

## 03

### RESEARCH



We allot a great portion  
of our resources to  
projects seeking to  
improve real problems  
in today's world.

## 04

### SCHOLARSHIPS AND FINANCIAL AID



Our university tops the list,  
among private Schools  
in Spain, for the number  
of scholarships granted to  
students.

## 05

### SCHOOL LIFE



In addition to our academic  
offer, Universidad CEU San  
Pablo offers many  
opportunities to participate  
in various activities that  
enrich and complement  
your school life.

## 06

### INTERNATIONALLY DRIVEN



Students have access to the  
most prestigious universities  
in the world with international  
and bilingual degrees,  
programs and internships  
abroad, our Summer  
University, and international  
guest professors.

## 07

### FACULTY



Our top-of-the-line team  
includes more than  
550 PhDs. All of our  
professors are highly  
experienced professionals  
and researchers.

## 08

### INTERNSHIPS AND CAREER PROSPECTS



We require and facilitate  
that our students complete  
internships before  
graduating to ensure that  
they learn the necessary  
skills to establish a career  
in the real world.

## 09

### GRADUATE AND POSTGRADUATE PROGRAMS



Our PhD programs meet the  
highest quality standards,  
as certified by the Spanish  
National Agency for Quality  
Assessment and Accreditation  
(ANECA). We also offer more  
than 46 master's programs  
for those seeking to become  
specialized.

## 10

### OUR FACILITIES



Students can enjoy  
state-of-the-art facilities  
and equipment, which  
is available to them any  
time.



# INTERNSHIPS AND JOBS

In recent years, **92%** of Universidad CEU San Pablo undergrad students have been able to **join the work force** shortly after graduation, with the percentage rising to **94%** for graduate and postgraduate students.

These impressive numbers can be explained by our close ties to the professional world, the internships we offer at top-notch companies (more than **8,000 internship agreements**), and our individual career orientation services.

These are just some of the companies at which our **School of Humanities and Communication Sciences** students may complete an internship:



**92%+**  
EMPLOYABILITY RATES  
FOR UNDERGRAD STUDENTS

**94%+**  
EMPLOYABILITY RATES  
FOR GRAD STUDENTS

**8,000+**  
INTERNSHIP  
AGREEMENTS

## CAREER ORIENTATION SERVICES

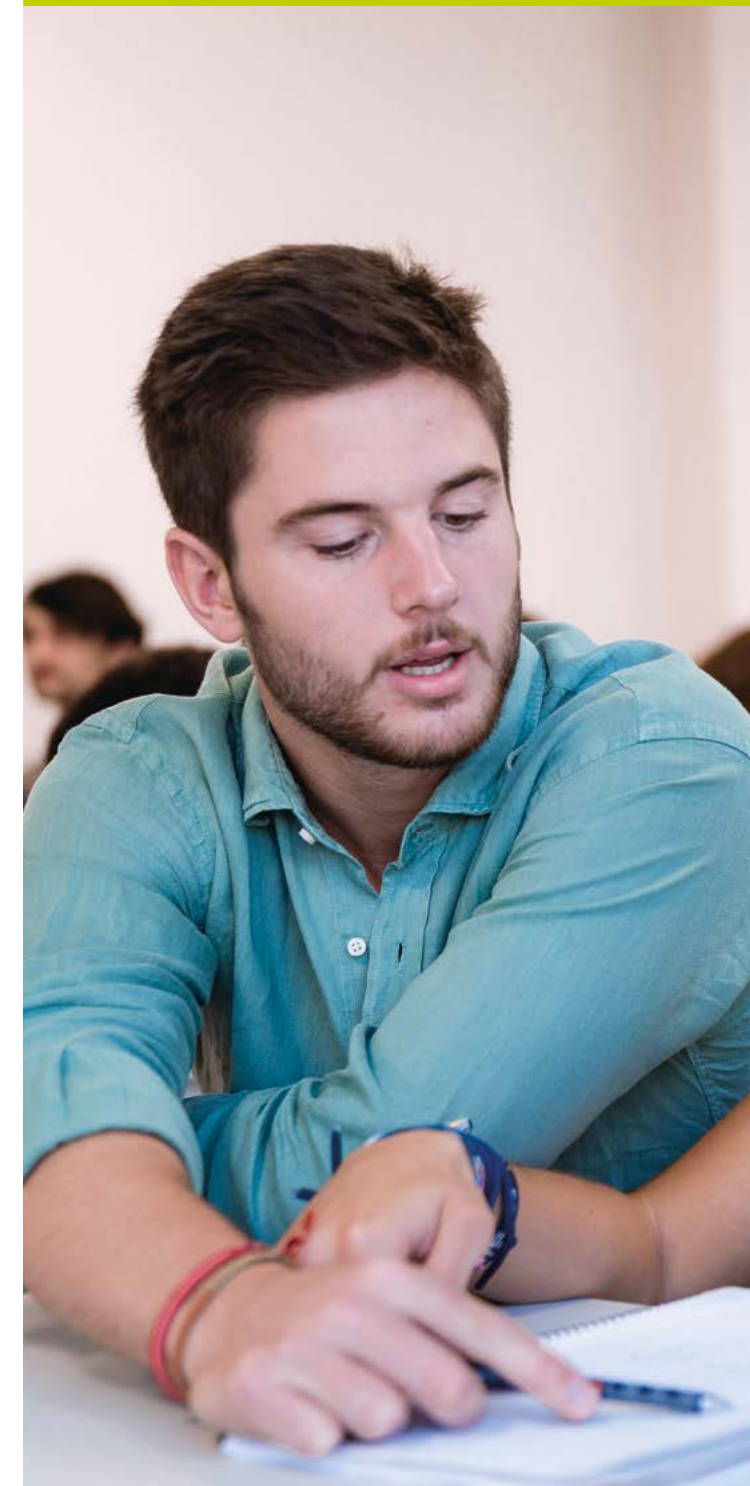
We want to be part of every step of the journey our students and alumni take when shaping their career. We provide professional orientation services not only for the immediate future but also long term.

## PROPRIETARY DEGREE IN VALUES AND LEADERSHIP

We believe in comprehensive education and training. Therefore, we offer a **Proprietary Degree in Values and Leadership**.

This initiative, first in Spain, promotes the development of social skills and abilities for leadership, teamwork, persuasive communication, decision-making, change management, and the development of transversal vision and relations.

**5,500+**  
OFFERED  
INTERNSHIPS



# CORPORATE DRIVEN

One of our main goals is to offer our students an innovative education that helps set them apart, reach their full potential, and be ready for the professional world.

We are continuously making efforts to stay ahead of the curve with our academic offer and to bring our students new tools that have not only been designed to increase their employability, but also to set them apart in their fields and in society.

## ADVANCED TECHNOLOGICAL TRAINING

Alongside tech giants, such as **Google, Microsoft, and Adobe**, our study plans incorporate advanced technological training, second to none, so that students develop the most sought-after skills.

Students receive a solid education which prepares them for the future and is designed to leverage the potential of new technologies. The training gives them all the necessary knowledge and tools to obtain internationally recognized official certifications from the top technological companies.

At the School of Humanities and Communication Sciences our academic catalog includes a large variety of classes, ranging from advanced training in Microsoft Excel to handling different Adobe creation tools (Photoshop, Illustrator, InDesign, Adobe Premiere, etc.), as well as analytic management with Google Analytics.

All these additional technological classes allow our students to become specialized professionals upon graduating.





# INTERNATIONALLY DRIVEN

## STUDY-ABROAD PROGRAMS

The new challenges of an increasingly globalized world are today's reality, that is why Universidad CEU San Pablo has **more than 350 international agreements**.

Thanks to these programs, including the Erasmus+ Program, students could potentially enroll in **several study-abroad options** during their Bachelor's degree.

Visit [www.uspceu.com](http://www.uspceu.com) for a list of all places where you may complete your degree.

350+  
INTERNATIONAL  
AGREEMENTS

## LANGUAGE DRIVEN

In addition to having the opportunity to complete most Bachelor's Degrees in a bilingual or English-only mode, the University has agreements with the **British Council** and the **Goethe Institut**, which will allow students to master their English and German at a professional level.



## ENGLISH-ONLY AND BILINGUAL BACHELOR'S DEGREES FOR STUDENTS AT THE SCHOOL OF HUMANITIES AND COMMUNICATION SCIENCES

Internationalization is all about **expanding horizons and having a globalized vision of the world**. At Universidad CEU San Pablo you have the chance of completing your degree in one of two modes: **bilingual or English-only\***:

- Journalism (English)
- Advertising and Public Relations (English)
- Audiovisual Communications (English)
- Digital Communications (English)
- Journalism + Advertising and Public Relations (Bilingual)
- Audiovisual Communications + Advertising and PR (Bilingual)
- Audiovisual Communications + Journalism (Bilingual)
- Advertising and PR + Marketing and Business Management (Bilingual)
- Digital Communications + Journalism (Bilingual)
- Digital Communications + Audiovisual Communications (Bilingual)
- Digital Communications + Advertising and PR (Bilingual)

*Bilingual Degrees: Some credit units are taught in Spanish and others in English.*

*English: At least 90% of credit units are taught in English.*

*\*Spanish Language and the internship are completed in Spanish.*





# IBP

## INTERNATIONAL BILINGUAL PROGRAMS

Universidad CEU San Pablo

Set yourself apart with the **exclusive international education** you will receive from professors from some of the best universities in the world with programs both in Madrid and the United States.



### INTERNATIONAL BILINGUAL PROGRAM WITH BOSTON UNIVERSITY

#### International Business Certificate, Boston University Metropolitan College

This program will provide students with the essential knowledge they need about international business and economic and social trends that help shape today's world economy.

Students of the following Bachelor's Degrees from the School of Humanities and Communication Sciences are eligible to obtain this certificate:

- Advertising and Public Relations + Marketing and Business Management (Bilingual)
- Advertising and Public Relations (English)

*Bilingual Degrees: Some credit units are taught in Spanish and others in English.  
English: At least 90% of credit units are taught in English.*





# IBP

## INTERNATIONAL BILINGUAL PROGRAMS

Universidad CEU San Pablo



### INTERNATIONAL BILINGUAL PROGRAM WITH UCLA EXTENSION

#### Digital Media & Strategic Communications, UCLA Extension

This program, focused on digital environments, provides students with the necessary skills to come up with innovative communication strategies.

Students of the following Bachelor's Degrees from the School of Humanities and Communication Sciences are eligible to obtain this certificate:

- Journalism (English)
- Advertising and Public Relations (English)
- Audiovisual Communications (English)
- Digital Communications (English)
- Journalism + Advertising and Public Relations (Bilingual)
- Audiovisual Communications + Journalism (Bilingual)
- Audiovisual Communications + Advertising and PR (Bilingual)
- Digital Communications + Journalism (Bilingual)
- Digital Communications + Audiovisual Communications (Bilingual)
- Digital Communications + Advertising and PR (Bilingual)
- Advertising and PR + Marketing and Business Management (Bilingual)

*Bilingual Degrees: Some credit units are taught in Spanish and others in English.  
English: At least 90% of credit units are taught in English.*



### INTERNATIONAL BILINGUAL PROGRAM WITH THE UNIVERSITY OF CHICAGO

#### International Political Economy Certificate, Graham School of Continuing Liberal and Professional Studies

The program offers multidisciplinary training that allows students to understand the world's current economic arena and the implications of globalization.

Students from the following Degrees are eligible to receive this certificate:

- Economics + Journalism (Bilingual)

*Bilingual Degrees: Some credit units are taught in Spanish and others in English.*

*English: At least 90% of credit units are taught in English.*





# ACADEMIC OFFER

2019-2020

## SCHOOL OF HUMANITIES AND COMMUNICATION SCIENCES

- Journalism **SP | EN**
- Advertising and Public Relations **SP | EN**
- Audiovisual Communications **SP | EN**
- Digital Communications **SP | EN**
- Humanities **SP**
- History **SP**
- Art History **SP**
- Journalism + Advertising and Public Relations **SP | BI**
- Advertising and Public Relations + Marketing and business Management **SP | BI**
- Audiovisual Communications + Advertising and Public Relations **SP | BI**
- Audiovisual Communications + Journalism **SP | BI**
- Digital Communications + Journalism **SP | BI**
- Digital Communications + Audiovisual Communications **SP | BI**
- Digital Communications + Advertising and Public Relations **SP | BI**
- Humanities + Audiovisual Communications **SP**
- Humanities + Digital Communications **SP**
- Humanities + Journalism **SP**
- Humanities + Advertising and Public Relations **SP**
- History + Art History **SP**
- History + Journalism **SP**
- Law + Journalism **SP**
- Law + Advertising and Public Relations **SP**
- Marketing and Business Administration + Digital Communications **SP**
- Economics + Journalism **SP | BI**

**SP** - Spanish. All credit units are taught in Spanish.

**EN** - English. At least 90% of credit units are taught in English.

**BI** - Bilingual. Some credit units are taught in Spanish and others in English.





# STUDY PLANS





# BACHELOR'S DEGREE IN JOURNALISM

## FEATURES

### Language Options:

☒ Spanish ☒ English ☐ Bilingual

**English:** At least 90% of credit units are taught in English.

### About this Degree:

- This Degree combines tradition, professional development, and international vocation to meet the demands of a globalized society.
- It is geared towards the professional market with a great number of practical classes. In addition, students will be able to supplement their practical training at OnCEULab, the communications' platform and lab of the School; at CORRSS, our social media lab; or at La Agencia (The Agency), which operates just like an actual advertising agency with real cases.
- Students will have a large variety of materials and equipment at their disposal, which are available to them without charge for practice and personal use.

### International Bilingual Program:

In collaboration with UCLA Extension, this Degree gives students the chance to participate in an International Bilingual Program with specialized classes taught in Madrid by UCLA Extension professors, and a semester abroad in that university.

(More information at [uspceu.com/ibp](http://uspceu.com/ibp))

## CAREER PROSPECTS

- Editing for newspapers, magazines and specialized journals, both paper copy and online; news agencies
- Public and private radio and TV stations
- Editing and infographic designer of electronic communications, social media and online contents
- Press departments for public institutions, private companies and non-profit organizations (NGOs)
- Media and public relations' agencies
- Editorial groups
- Teaching and research
- Copy-editing
- Production of branded content

### Double Bachelor's Degrees:

This Degree can be completed simultaneously with one of the following:

- Advertising and Public Relations
- Audiovisual Communications
- Digital Communications
- Humanities
- Law
- Economics

## First Year

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

**TOTAL ECTS** 60

## Fourth Year

Opinion Genre	6
Media Groups and Management	6
Business and Institutional Communication	6
Public Opinion	6
Political Communication	6
International Relations	6
Applied Law	6
Specialized Journalism II	6
Dissertation	6
Internship	6

**TOTAL ECTS** 60

## Second Year

Information Architecture and Analysis	6
Writing for the Media II	6
Radio	6
Television	6
Journalistic Design	6
Basics of Advertising	6
Contemporary World History	6
Social Doctrine of the Catholic Church	6
Contemporary Literature	6
Modern Language	6

**TOTAL ECTS** 60

## Third Year

Journalistic Writing I	6
Journalistic Writing II	6
Journalism in Radio and TV	6
Ethics and Deontology	6
Specialized Journalism I	6
Documentation and Research Techniques	6
Technology and New Media	6
History of Journalism	6
Law	6
Contemporary Spanish History	6

**TOTAL ECTS** 60



# BACHELOR'S DEGREE IN ADVERTISING AND PUBLIC RELATIONS

## FEATURES

### Language Options:

☒ Spanish ☒ English ☐ Bilingual

**English:** At least 90% of credit units are taught in English.

### Objectives:

- Training professionals for success in today's highly competitive and demanding market by encouraging creative and strategic thinking, conceiving, creating and implementing advertising campaigns, generating ideas, and designing multimedia communications, etc.
- Having students develop strategic thinking, and master digital tools and teamwork, to prepare them for the real world at communications' departments and agencies..
- Supplementing their practical training at *La Agencia*, where they will work on real cases, at OnCEULab, the School's communications' platform and lab, and at CORRSS, our social media lab.

### International Bilingual Programs:

In collaboration with Boston University and UCLA Extension, this Degree offers students the chance to study two International Bilingual Programs. They both include specialized classes taught in Madrid by Boston University or UCLA Extension, depending on the Bachelor's Degree, and a semester abroad at that university.

(More information at [uspceu.com/ibp](http://uspceu.com/ibp))

## CAREER PROSPECTS

- Advertising agencies
- Public Relations and Communications' advisory firms
- Advertising/Communications' Departments at companies, institutions, foundations, etc.
- Press bureaus
- Event management companies
- Creative boutiques
- Graphic Design studios
- Strategic Planning Departments
- Branding Consulting firms
- Marketing Departments
- Media Planning agencies
- Advertising production companies
- Digital Communications' agencies
- Communications' teaching or research career
- Image and Communications' consulting
- Lobbies and lobbying organizations
- Direct Marketing, Street Marketing, Branded Content, Inbound Marketing, Content Marketing, etc.

### Double Bachelor's Degrees:

This Degree can be completed simultaneously with one of the following:

- Journalism
- Audiovisual Communications
- Digital Communications
- Humanities
- Law
- Marketing and Business Management

## First Year

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

**TOTAL ECTS** 60

## Fourth Year

Public Opinion	6
Political Communication	6
Applied Law	6
Integrated Communication	6
Strategic Communication	6
Media Planning	6
Communication and Culture	6
Brand Management	6
Dissertation	6
Internship	6

**TOTAL ECTS** 60

## Second Year

Basics of Advertising	6
Corporate Communication	6
Communication and Marketing	6
Creative Thinking	6
Writing for the Media II	6
Radio	6
Television	6
Contemporary World History	6
Contemporary Literature	6
Social Doctrine of the Catholic Church	6

**TOTAL ECTS** 60

## Third Year

Business and Institutional Communication	6
Structure of the Advertising and Communication Sector	6
Market Research	6
Advertising Production	6
Art Direction	6
Ethics and Deontology	6
Technology and New Media	6
Law	6
Contemporary Spanish History	6
English	6

**TOTAL ECTS** 60



# BACHELOR'S DEGREE IN AUDIOVISUAL COMMUNICATIONS

## FEATURES

### Language Options:

☒ Spanish ☒ English ☐ Bilingual

**English:** At least 90% of credit units are taught in English.

### Objectives:

- Training future professionals for an ever-changing technological world: the consolidation of DTTV, the arrival of smart TVs, the boom of video on the Internet, the birth of a multi-screen environment, the explosion of social media, etc.
- Complementing their education with a broad offer of professional internships, at institutions and companies, as well as giving them the opportunity to participate in the School's own professional environment at OnCEULab, the communications' platform and lab, and at La Agencia, which functions just like a real advertising agency working on real projects.

### International Bilingual Program:

In collaboration with UCLA Extension, this Degree gives students the chance to participate in an International Bilingual Program with specialized classes taught in Madrid by UCLA Extension professors, and a semester abroad in that university.

(More information at [uspceu.com/ibp](http://uspceu.com/ibp))

## CAREER PROSPECTS

- Media Manager, Producer and Director
- Screen Writer: content development (entertainment, fictional, and news contents)
- Director of Photography
- Media Producer and Manager
- Visual Postproduction Editor: expert in graphics
- Programming Manager
- Communications' Manager at companies
- Expert in broadcast analysis
- Movie, TV, Radio and Advertising Producer
- Editor of electronic communications, social media and online contents
- Manager at public and private radio and TV stations
- Manager at digital platforms for satellite and cable TV
- Communications' University Professor or Researcher

### Double Bachelor's Degrees:

This Degree can be completed simultaneously with one of the following:

- Journalism
- Advertising and Public Relations
- Digital Communications
- Humanities

## First Year

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

**TOTAL ECTS** 60

## Fourth Year

TV Directing	6
TV Directing II	6
Postproduction	6
Radio Production and Direction	6
Audiovisual Communication History	6
Applied Law	6
Public Opinion	6
Political Communication	6
Dissertation	6
Internship	6

**TOTAL ECTS** 60

## Second Year

Audiovisual System I	4,5
Audiovisual System II	4,5
Audiovisual Narrative I	4,5
Audiovisual Narrative II	4,5
Writing for the Media II	6
Radio	6
Television	6
Basics of Advertising	6
Contemporary World History	6
Contemporary Literature	6
Social Doctrine of the Catholic Church	6

**TOTAL ECTS** 60

## Third Year

Scripting	6
TV Production	6
Photography and Lighting	6
Single-camera Directing	6
Non-linear Editing and Graphics	6
Technology and New Media	6
Ethics and Deontology	6
Law	6
Contemporary Spanish History	6
English	6

**TOTAL ECTS** 60



# BACHELOR'S DEGREE IN DIGITAL COMMUNICATIONS

## FEATURES

### Language Options:

☒ Spanish ☒ English ☐ Bilingual

**English:** At least 90% of credit units are taught in English.

### Objectives:

- Offering a pioneer official degree, which provides the student with the necessary training in new technologies applied to communications.
- Ensuring our students are ready to become professionals in fields with high demand given the technological advancements.
- Complementing their education with a broad offer of professional internships, at institutions and companies. In addition, we give our students the opportunity to practice at OnCEULab, the communications'platform and lab at the School, at CORRSS, our social media lab, and at *La Agencia*, which functions as an advertising agency working real cases.

### International Bilingual Program:

In collaboration with UCLA Extension, this Degree gives students the chance to participate in an International Bilingual Program with specialized classes taught in Madrid by UCLA Extension professors, and a semester abroad in that university.

More information at [uspceu.com/ibp](http://uspceu.com/ibp)

## CAREER PROSPECTS

- Communications' Departments
- Multimedia project development
- Writing and editing for the media
- Online brand management
- Multimedia project development
- Advertising: account management, art direction, media planning and purchasing
- Social networks' strategy
- User experience design
- Online marketing
- Chief Digital Officer Department
- Advertising Departments
- Community management
- Digital publishing production
- E-commerce
- Multimedia contents' management
- Communications' University Professor or Researcher careers

### Double Bachelor's Degrees:

This Degree can be completed simultaneously with one of the following:

- Journalism
- Advertising and Public Relations
- Audiovisual Communications
- Humanities

## First Year

Thought and Technology	6
Technology and New Media	6
Basics of Art and Design	6
Political and Cultural Thought	6
History and Society	6
Theory of Communication and Information	9
Spanish Language	9
Writing for the Media I	6
Basics of Photography	6

**TOTAL ECTS** 60

## Fourth Year

Brand Management: Online Image and Reputation	6
Online Marketing and Advertising	9
E-commerce	6
Development of Multimedia Projects	9
Public Opinion	6
Political Communication	6
Applied Law	6
Dissertation	6
Internship	6

**TOTAL ECTS** 60

## Second Year

Visual Communication and the New Media	6
Technologies for Web Design and Programming I	6
Basics of Advertising	6
Contemporary World History	6
Social Doctrine of the Catholic Church	6
Information Architecture and Analysis	6
Contemporary Literature	6
Writing for the Media II	6
Radio	6
Television	6

**TOTAL ECTS** 60

## Third Year

Creation and Management of Social Media	9
Online Content Management & Storage	6
Digital Integration of Contents	6
Online Strategic Communication	6
Ethics and Deontology	6
Modern Language	6
Law	6
Contemporary Spanish History	6
Technologies for Web Design and Programming II	9

**TOTAL ECTS** 60





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# BACHELOR'S DEGREE IN HUMANITIES

## FEATURES

### Language Options:

- ☒ Spanish
- ☐ English
- ☐ Bilingual

### Objectives:

- Training students for their future careers by providing them an education that adapts to the market's demand of humanistic-related fields: research and innovation, content analysis, the new communications' environment and managing cultural assets.
- Complementing their education with a broad offer of professional internships, at institutions and companies.

### Double Bachelor's Degrees:

This Degree can be completed simultaneously with one of the following:

- Journalism
- Advertising and Public Relations
- Audiovisual Communications
- Digital Communications

## CAREER PROSPECTS

- Researcher and School Teacher/University Professor: training students for the screening tests for government teaching and research positions
- New Media Communicator: Internet, consulting, analysis, documentation
- Cultural Manager: cultural projects, exhibitions, artistic and historical heritage preservation and restoration, cultural tourism
- Museum/Cultural Center Manager: museums, cultural and art centers, archives and image registries (photo and video libraries)
- Auctions
- Antique stores
- Art curation

## First Year

Anthropology	6
Political and Cultural Thought	6
History and Society	6
Spanish Language I	6
Spanish Language II	6
Ancient History	6
Ancient Art	6
Great Books	6
Writing for the Media I	6
Sociology	6

TOTAL ECTS60

## Fourth Year

Public Opinion	6
Contemporary Spanish History	6
Contemporary Art	6
Technology and New Media	6
Contemporary Literary Movements	6
International Relations	6
Cultural Critics	6
Communication History	6
Dissertation	6
Internship	6

TOTAL ECTS60

## Second Year

Medieval History	6
Theory of Communication and Information	6
English	6
Medieval Literature	6
Philosophy of Nature	6
Fundamentals of Anglo-Saxon Literature	6
Modern History	6
Medieval Art	6
Geography	6
Logic and Argumentation	6

TOTAL ECTS60

## Third Year

Documentation and Research Techniques	6
Social Doctrine of the Catholic Church	6
Metaphysics I	6
Contemporary History	6
Humanistic Literary Movements	6
Metaphysics II	6
Modern Art	6
Spanish Golden Age Literature	6
Law	6
Ethics and Deontology Profesional	6

TOTAL ECTS60



# BACHELOR'S DEGREE IN HISTORY

## FEATURES

### Language Options:

- ☒ Spanish
- ☐ English
- ☐ Bilingual

### Objectives:

- Offering a program designed to provide students with the essential knowledge and skills they need to become professionals in a broad and heterogeneous job market. Theoretical and practical lessons include related disciplines such as art history, geography, and philosophy. Our program is designed to provide students with a complete, rigorous, and exhaustive education in world history and Spanish history.
- Reinforcing students' comprehensive education with internships at prestigious companies, where they will develop different historical research and diffusion skills.

### Double Bachelor's Degrees:

This Degree can be completed simultaneously with one of the following:

- Journalism
- Art History (This Double Bachelor's Degree can be completed in just four years)

## CAREER PROSPECTS

- Museums and cultural departments
- Editing and journalism
- Management of cultural tourism: tourist guide, manager at tourist information offices
- Management at city halls and citizen services
- Public or private teaching career, History research
- Public Administration (all bodies and hierarchies): national, regional, and local levels
- Historical research: Spanish National Research Council (CSIC) and Ministry of Culture (MECD), etc.
- Consulting for archeological excavations
- Management of cultural heritage

## First Year

Prehistory and Prehistoric Art	6
History of the Middle East	6
Egyptian and Middle Eastern Art	6
Spanish Pre-Roman History	6
Descriptive Geography	6
Great Books of the Ancient World	6
Classical World History	6
Greek and Roman Art	6
Anthropology	6
Spanish Roman and Visigothic History	6

TOTAL ECTS60

## Fourth Year

Contemporary History I	6
XIX Century Art and Avant-guard	6
Great Books of the Contemporary World	6
Contemporary Spanish History I	6
Contemporary History II	6
Art of the Second Half of the XX Century	6
Current World History	6
Contemporary Spanish History II	6
Dissertation	6
Internship	6

TOTAL ECTS60

## Second Year

High Medieval History	6
High Medieval Art	6
Great Books of the Medieval World	6
Documentation and Research Techniques	6
Spanish History of the Reconquista	6
Low Medieval History	6
Low Medieval Art	6
Modern Language	6
History of the Church	6
Historiography	6

TOTAL ECTS60

## Third Year

Modern World History I	6
Art of the Renaissance and Mannerism	6
Great Books of the Modern World	6
Hapsburg Spain	6
History of the Americas	6
Modern World History II	6
Baroque and Rococo Art	6
Social Doctrine of the Catholic Church	6
XVIII Century Spain History	6
Human Geography	6

TOTAL ECTS60

# BACHELOR'S DEGREE IN ART HISTORY

## FEATURES

### Language Options:

- ☒ Spanish ☐ English ☐ Bilingual

### Objectives:

- Providing students with a solid education in the world's and Spanish art history which will enable them to become successful professionals in the fields of teaching, research, and heritage management.
- Students will have a comprehensive understanding of the cultural and artistic movements in all of history thanks to our inclusive study plans which feature related classes such as Art History, Philosophy, and Literature.

### Double Bachelor's Degrees:

This Degree can be completed simultaneously with one of the following:

- History (This Double Bachelor's Degree can be completed in just four years)

## CAREER PROSPECTS

- Management and advocacy for historical and artistic heritage
- Documentation of historical and artistic heritage
- Technical consulting of historical and artistic heritage
- Management of libraries, databases, and archives
- Museum Curation
- Expertise in cultural tourism
- Management and technical expertise in exhibitions
- Management of art galleries and expertise in the art market
- Research and teaching
- Art and cultural heritage appraisal
- Teaching and research of Art History

## First Year

Prehistory and Prehistoric Art	6
History of the Middle East	6
Egyptian and Middle Eastern Art	6
Descriptive Geography	6
Archeology and Ancient Art of the Iberian Peninsula	6
Great Books of the Ancient World	6
Classical World History	6
Greek and Roman Art	6
Anthropology	6
Classical Iconography	6

TOTAL ECTS 60

## Fourth Year

Contemporary History I	6
XIX Century Art and Avant-guard	6
Great Books of the Contemporary World	6
Concepts and Figures of Spanish Contemporary Art	6
Current Artistic Trends	6
Contemporary History II	6
Art of the Second Half of the XX Century	6
Museums, Galleries, and Temporary Exhibitions Management	6
Dissertation	6
Internships	6

TOTAL ECTS 60

## Second Year

High Medieval Art	6
High Medieval History	6
Great Books of the Medieval World	6
Documentation and Research Techniques	6
Spanish Historical and Artistic Heritage of the Middle Ages	6
Low Medieval Art	6
Low Medieval History	6
Modern Language	6
Art Theory	6
Christian Iconography	6

TOTAL ECTS 60

## Third Year

Art of the Renaissance and Mannerism	6
Modern World History I	6
Great Books of the Modern World	6
Spanish Historical and Artistic Heritage of Modern History	6
History of Aesthetics	6
Baroque and Rococo Art	6
Modern World History II	6
Social Doctrine of the Catholic Church	6
Painting in the Spanish Golden Age	6
Management and Conservation of Artistic Heritage	6

TOTAL ECTS 60



Centro Audiovisual



# DOUBLE BACHELOR'S DEGREE IN JOURNALISM + ADVERTISING AND PUBLIC RELATIONS

## FEATURES

### Language Options:

☒ Spanish ☐ English ☒ Bilingual

**Bilingual:** Some credit units are taught in Spanish and others in English.

### Objectives:

- Training professionals in Journalism and Advertising and Public Relations by combining a great teaching tradition with an international vocation and a focus on the job market.
- Training professionals for today's highly competitive and demanding market by encouraging creative thinking, creating and implementing advertising campaigns, generating ideas, and designing multimedia communications, etc.
- Complementing their education with a broad offer of professional internships, at institutions and companies. In addition, students have several practical outlets at their disposal, such as OnCEULab, the School's communications' platform and lab, *La Agencia*, which functions like an actual advertising agency with real cases, and CORRSS, our social media lab.

### International Bilingual Program:

In collaboration with UCLA Extension, this Degree gives students the chance to participate in an International Bilingual Program with specialized classes taught in Madrid by UCLA Extension professors, and a semester abroad in that university.

(More information at [uspceu.com/ibp](http://uspceu.com/ibp))

## CAREER PROSPECTS

- Collaborator at all types of newspapers, magazines, and journals, as well as at news agencies
- Manager at public and private radio and TV stations
- Editing and infographic designer of electronic communications, social media and online contents
- Collaborator at press departments for public institutions, private companies and non-profit organizations
- Press bureaus
- Accountant at media, consulting, advertising, and public relations
- Communications' Professor and Researcher
- Creative Content Developer and Advertising Designer
- Public Relations' Manager and Event Organizer
- Strategic Planning Departments
- Media Planning agencies
- Advertising production companies
- Lobbies and lobbying organizations
- Direct Marketing, Street Marketing, Branded Content, Inbound Marketing, Content Marketing, etc.

## First Year

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

## Second Year

Information Architecture and Analysis	6
Writing for the Media II	6
Radio	6
Television	6
Journalistic Design	6
Basics of Advertising	6
Contemporary World History	6
Social Doctrine of the Catholic Church	6
Contemporary Literature	6
Modern Language	6
Corporate Communication	6
Creative Thinking	6

## Third Year

Journalistic Writing I	6
Journalistic Writing II	6
Journalism in Radio and TV	6
Ethics and Deontology	6
Specialized Journalism I	6
Documentation and Research Techniques	6
Technology and New Media	6
History of Journalism	6
Law	6
Contemporary Spanish History	6
Structure of the Advertising and Communication Sector	6
Communication and Marketing	6

## Fourth Year

Opinion Genre	6
Media Groups and Management	6
Business and Institutional Communication	6
Public Opinion	6
Political Communication	6
International Relations	6
Applied Law	6
Specialized Journalism II	6
Art Direction	6
Market Research	6
Dissertation (Journalism)	6
Internship (Journalism)	6

## Fifth Year

Advertising Production	6
Integrated Communication	6
Strategic Communication	6
Media Planning	6
Communication and Culture	6
Brand Management	6
Dissertation (Advertising and Public Relations)	6
Internship (Advertising and Public Relations)	6



# DOUBLE BACHELOR'S DEGREE IN ADVERTISING AND PUBLIC RELATIONS + MARKETING AND SALES MANAGEMENT

## FEATURES

### Language Options:

☒ Spanish ☐ English ☒ Bilingual

**Bilingual:** Some credit units are taught in Spanish and others in English.

### Objectives:

- Equipping the students with the professional, technical, and personal skills they need to succeed in business management, marketing and communications.
- Teaching how to plan and manage product strategies, develop ideal trade policies, conduct research in their field, and create advertising and communications' campaigns.
- Teaching the students how they can identify new business opportunities in a global, highly technological, extremely competitive, and constantly evolving market.
- Complementing their education with a broad offer of professional internships, at institutions and companies. In addition, students have several practical outlets at their disposal, such as OnCEULab, the School's communications' platform and lab, *La Agencia*, which functions like an actual advertising agency with real cases, and CORRSS, our social media lab.

### International Bilingual Programs:

In collaboration with Boston University and UCLA Extension, this Double Bachelor's Degree offers students the chance to study two International Bilingual Programs. They both include specialized

## CAREER PROSPECTS

- Marketing Manager: brand manager, product manager, corporate communications' manager, advertising manager
- Communications' Department Manager
- Multimedia Content Developer and Designer
- Advertising Manager: account management, art direction, media planning and purchasing
- Business Distribution Manager: retail management, logistics, or trade marketing
- Market Researcher
- Sales Manager: screening and training of salesmen and sales management and organization
- E-commerce Manager: online marketing, community management
- Marketing Consultant
- Sectoral Marketing Expert: at NGOs, political parties, public entities, foundations, universities, sports clubs, or in the fields of fashion, tourism, financial institutions, etc.
- Entrepreneur
- Communications' and Marketing University Professor or Researcher careers

classes taught in Madrid by Boston University or UCLA Extension professors, depending on the Bachelor's Degree, and a semester abroad at said university.

(More information at [uspceu.com/ibp](http://uspceu.com/ibp))

## First Year

Anthropology	6
History and Society	6
Theory of Communication and Information	9
Spanish Language	9
Basics of Art and Design	6
Fundamentals of Business Management	6
Political and Cultural Thought	6
Great Books	6
Writing for the Media I	6
Basics of Photography	6
Economic Theory I	6

## Second Year

Contemporary World History	6
Social Doctrine of the Catholic Church	6
Corporate Communication	6
Basics of Advertising	6
Radio	6
Introduction to Financial Accounting	6
Economic Theory II	6
Communication and Marketing	6
Contemporary Literature	6
Creative Thinking	6
Writing for the Media II	6
Television	6
Mathematics I	6
Business Management I	6
Political Economy	6

## Third Year

English	6
Technology and New Media	6
Contemporary Spanish History	6
Ethics and Deontology	6
Business and Institutional Communication	6
Statistics I	6
Business Management II	6
Structure of the Advertising and Communication Sector	6
Art Direction	6
Advertising Production	6
Market Research	6
Law	6
Mathematics II	6
Financial Accounting	6

## Fourth Year

Public Opinion	6
Political Communication	6
Applied Law	6
Integrated Communication	6
Strategic Communication	6
Media Planning	6
Communication and Culture	6
Brand Management	6
Marketing Research Studies I	6
Macroeconomic and Monetary Theory	6
International Marketing	6
Economic Structure and History	6
Dissertation (Advertising)	6
Internship (Advertising)	6

## Fifth Year

Cost Accounting	6
Financial Management	6
Business Distribution	6
Business Simulation	6
E-commerce	6
Merchandising	6
Strategic Marketing	6
Business Law	6
Trade Logistics	6
Spanish Tax System	6
Human Resources Management	6
Marketing Research Studies II	6
Sales Management	6
Internship (Marketing)	6
Dissertation (Marketing)	6

# DOUBLE BACHELOR'S DEGREE IN AUDIOVISUAL COMMUNICATIONS + JOURNALISM

## FEATURES

### Language Options:

☒ Spanish ☐ English ☒ Bilingual

**Bilingual:** Some credit units are taught in Spanish and others in English.

### Objectives:

- Training professionals in Audiovisual Communications and Journalism by combining a great teaching tradition with an international vocation and a focus on the job market.
- Preparing students for the ever-changing technology industry of this field.
- Providing a multimedia environment.
- Complementing their education with a broad offer of professional internships, at institutions and companies, as well as giving them the opportunity to participate in the School's own professional environment at *La Agencia* (the School's advertising agency where students work on real cases), OnCEULab (the School's communications' platform and lab), and CORRSS, our social media lab.

### International Bilingual Program:

In collaboration with UCLA Extension, this Double Bachelor's Degree gives students the chance to participate in an International Bilingual Program with specialized classes taught in Madrid by UCLA Extension professors, and a semester abroad in that university.

(More information at [uspceu.com/ibp](http://uspceu.com/ibp))

## CAREER PROSPECTS

- Editor for newspapers, magazines and specialized journals, both paper copy and online, at news agencies
- Manager at public and private radio and TV stations
- Editing and infographic designer of electronic communications, and online contents
- Collaborator at press and communications' offices
- Screen Writer: content development (entertainment, fictional, and news contents)
- Media Manager, Producer and Director
- Movie, TV, radio, or advertising producer
- Manager at digital platforms for satellite and cable TV
- Expert in broadcast analysis
- Movie and TV Critic
- Communications' University Professor or Researcher

## First Year

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

## Second Year

Information Architecture and Analysis	6
Writing for the Media II	6
Radio	6
Television	6
Journalistic Design	6
Basics of Advertising	6
Contemporary World History	6
Social Doctrine of the Catholic Church	6
Contemporary Literature	6
Audiovisual Narrative I	4,5
Audiovisual Narrative II	4,5
Audiovisual System I	4,5
Audiovisual System II	4,5

## Third Year

Journalistic Writing I	6
Ethics and Deontology	6
Documentation and Research Techniques	6
Technology and New Media	6
Law	6
Contemporary Spanish History	6
TV Production	6
Photography and Lighting	6
Single-camera Directing	6
Non-linear Editing and Graphics	6
Modern Language Scripting	6

## Fourth Year

Journalistic Writing II	6
Journalism in Radio and TV	6
Public Opinion	6
Political Communication	6
Applied Law	6
TV Directing I	6
TV Directing II	6
Postproduction	6
Radio Production and Direction	6
Audiovisual Communication History	6
Dissertation (Audiovisual C.)	6
Internship (Audiovisual C.)	6

## Fifth Year

Specialized Journalism I	6
Specialized Journalism II	6
History of Journalism	6
Opinion Genre	6
Media Groups and Management	6
Business and Institutional Communication	6
International Relations	6
Dissertation (Journalism)	6
Internship (Journalism)	6



# DOUBLE BACHELOR'S DEGREE IN AUDIOVISUAL COMMUNICATIONS + ADVERTISING AND PUBLIC RELATIONS

## FEATURES

### Language Options:

☒ Spanish ☐ English ☒ Bilingual

**Bilingual:** Some credit units are taught in Spanish and others in English.

### Objectives:

- Training future professionals for an ever-changing technological world: the consolidation of DTTV, the arrival of smart TVs, the boom of video on the Internet, the birth of a multi-screen environment, the explosion of social media, etc.
- Training professionals for today's highly competitive and demanding market by encouraging creative thinking, creating and implementing advertising campaigns, generating ideas, and designing multimedia communications, etc.
- Complementing their education with a broad offer of professional internships, at institutions and companies, as well as giving them the opportunity to participate in the School's own professional environment at *La Agencia*, our School's advertising agency where students work on real cases, and at OnCEULab, the School's communications' platform and lab.

### International Bilingual Program:

In collaboration with UCLA Extension, this Double Bachelor's Degree gives students the chance to participate in an International Bilingual Program with specialized classes taught in Madrid by UCLA

## CAREER PROSPECTS

- Media Producer and Manager
- Media Manager, Producer and Director
- Visual Postproduction Editor: expert in graphics
- Media Manager at public institutions, private companies, associations, and non-profit organizations (NGOs)
- Advertising Manager: account management, art direction, media planning and purchasing
- Research and strategic consulting in communication, advertising and public relations
- Editor of online publications, social media, and Internet portals
- Corporate Communications' Manager
- Public Relations' Manager and Event Organizer
- Audiovisual and Advertising Screen Writer
- Communication's Professor and Researcher
- Manager at public and private radio and TV stations

Extension professors, and a semester abroad in that university.

(More information at [uspceu.com/ibp](http://uspceu.com/ibp))

## First Year

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

## Second Year

Audiovisual System I	4,5
Audiovisual System II	4,5
Audiovisual Narrative I	4,5
Audiovisual Narrative II	4,5
Writing for the Media II	6
Radio	6
Television	6
Basics of Advertising	6
Contemporary World History	6
Contemporary Literature	6
Social Doctrine of the Catholic Church	6
Creative Thinking	6
Corporate Communication	6

## Third Year

Scripting	6
TV Production	6
Photography and Lighting	6
Single-camera Directing	6
Non-linear Editing and Graphics	6
Technology and New Media	6
Ethics and Deontology	6
Law	6
Contemporary Spanish History	6
English	6
Structure of the Advertising and Communication Sector	6
Communication and Marketing	6

## Fourth Year

TV Directing I	6
TV Directing II	6
Postproduction	6
Radio Production and Direction	6
Audiovisual Communication History	6
Applied Law	6
Public Opinion	6
Art Direction	6
Political Communication	6
Business and Institutional Communication	6
Dissertation (Audiovisual C.)	6
Internship (Audiovisual C.)	6

## Fifth Year

Advertising Production	6
Market Research	6
Media Planning	6
Brand Management	6
Strategic Communication	6
Integrated Communication	6
Communication and Culture	6
Dissertation (Advertising)	6
Internship (Advertising)	6

# DOUBLE BACHELOR'S DEGREE IN DIGITAL COMMUNICATIONS + JOURNALISM

## FEATURES

### Language Options:

☒ Spanish ☐ English ☒ Bilingual

**Bilingual:** Some credit units are taught in Spanish and others in English.

### Objectives:

- Training future professionals for an ever-changing technological world: the consolidation of DTTV, the arrival of smart TVs, the boom of video on the Internet, the birth of a multi-screen environment, the explosion of social media...
- Training professionals for success in today's highly competitive and demanding market by encouraging creative and strategic thinking, conceiving, creating and implementing advertising campaigns, generating ideas, and designing multimedia communications, etc.
- Complementing their education with a broad offer of professional internships, at institutions and companies. In addition, students will be able to supplement their practical training at OnCEULab, the communications' platform and lab of the School; at CORRSS, our social media lab; or at *La Agencia*, which operates just like an actual advertising agency where students work on real cases.

### International Bilingual Program:

In collaboration with UCLA Extension, this Double Bachelor's Degree gives students the chance to participate in an International Bilingual Program with specialized classes taught in Madrid by UCLA

## CAREER PROSPECTS

- Communications' Departments
- Multimedia project development
- Writing and editing for the media
- Online brand management
- Multimedia project development
- Advertising Manager: account management, art direction, media planning and purchasing
- Social networks' strategy
- User experience design
- Online marketing
- Chief Digital Officer Department
- Advertising Departments
- Community management
- Digital publishing production
- E-commerce
- Multimedia contents' management
- Communications' University Professor or Researcher career

Extension professors, and a semester abroad in that university.

(More information at [uspceu.com/ibp](http://uspceu.com/ibp))

## First Year

Thought and Technology	6
Technology and New Media	6
Basics of Art and Design	6
Political and Cultural Thought	6
History and Society	6
Theory of Communication and Information	9
Spanish Language	9
Writing for the Media I	6
Basics of Photography	6
Great Books	6

## Second Year

Visual Communication and the New Media	6
Technologies for Web Design and Programming I	6
Basics of Advertising	6
Contemporary World History	6
Social Doctrine of the Catholic Church	6
Information Architecture and Analysis	6
Contemporary Literature	6
Writing for the Media II	6
Radio	6
Television	6
Journalistic Design	6

## Third Year

Online Content Management & Storage	6
Digital Integration of Contents	6
Online Strategic Communication	6
Technologies for Web Design and Programming II	9
Creation and Management of Social Media	9
Ethics and Deontology	6
Modern Language	6
Law	6
Contemporary Spanish History	6
Journalistic Writing I	6
Documentation and Research Techniques	6

## Fourth Year

Brand Management: Online Image and Reputation	6
Online Marketing and Advertising	9
E-commerce	6
Development of Multimedia Projects	9
Public Opinion	6
Political Communication	6
Applied Law	6
Journalistic Writing II	6
Journalism in Radio and TV	6
Dissertation (Digital C.)	6
Internship (Digital C.)	6

## Fifth Year

Specialized Journalism I	6
Specialized Journalism II	6
History of Journalism	6
Opinion Genre	6
Media Groups and Management	6
Business and Institutional Communication	6
International Relations	6
Dissertation (Journalism)	6
Internship (Journalism)	6



# DOUBLE BACHELOR'S DEGREE IN DIGITAL COMMUNICATIONS + AUDIOVISUAL COMMUNICATIONS

## FEATURES

### Language Options:

☒ Spanish ☐ English ☒ Bilingual

**Bilingual:** Some credit units are taught in Spanish and others in English.

### Objectives:

- Preparing the students for the complete transformation of the audiovisual industry in recent times, since the birth of new digital media.
- Providing training in Communications, while pushing the frontier to an online environment.
- Complementing their education with a broad offer of professional internships, at institutions and companies. In addition, students will be able to supplement their practical training at OnCEULab, the communications' platform and lab of the School; at CORRSS, our social media lab; or at *La Agencia*, which operates just like an actual advertising agency where students work on real cases.

### International Bilingual Program:

In collaboration with UCLA Extension, this Double Bachelor's Degree gives students the chance to participate in an International Bilingual Program with specialized classes taught in Madrid by UCLA Extension professors, and a semester abroad in that university.

(More information at [uspceu.com/ibp](http://uspceu.com/ibp))

## CAREER PROSPECTS

- Communications' Departments
- Multimedia project development
- Writing and editing for the media
- Online brand management
- Advertising management: account management, art direction, media planning and purchasing
- Social networks' strategy
- User experience design
- Online marketing
- Chief Digital Officer Department
- Advertising Departments
- Community management
- Digital publishing production
- E-commerce
- Multimedia contents' management
- Communications' University Professor or Researcher career

## First Year

Thought and Technology	6
Technology and New Media	6
Basics of Art and Design	6
Political and Cultural Thought	6
History and Society	6
Theory of Communication and Information	9
Spanish Language	9
Writing for the Media I	6
Basics of Photography	6
Great Books	6

## Second Year

Contemporary World History	6
Social Doctrine of the Catholic Church	6
Basics of Advertising	6
Information Architecture and Analysis	6
Contemporary Literature	6
Writing for the Media II	6
Radio	6
Television	6
Visual Communication and the New Media	6
Technologies for Web Design and Programming I	6
Audiovisual Narrative I	4,5
Audiovisual Narrative II	4,5
Audiovisual System I	4,5
Audiovisual System II	4,5

## Third Year

Ethics and Deontology	6
Modern Language	6
Law	6
Contemporary Spanish History	6
Online Content Management & Storage	6
Digital Integration of Contents	6
Online Strategic Communication	6
Technologies for Web Design and Programming II	9
Creation and Management of Social Media	9
Photography and Lighting	6
Single-camera Directing	6

## Fourth Year

Public Opinion	6
Political Communication	6
Applied Law	6
Brand Management: Online Image and Reputation	6
Online Marketing and Advertising	9
E-commerce	6
Development of Multimedia Projects	9
Scripting	6
Non-linear Editing and Graphics	6
Dissertation (Digital C.)	6
Internship (Digital C.)	6

## Fifth Year

TV Directing I and II	12
Postproduction	6
Audiovisual Communication History	6
Radio Production and Direction	6
TV Production	6
Dissertation (Audiovisual C.)	6
Internship (Audiovisual C.)	6

# DOUBLE BACHELOR'S DEGREE IN DIGITAL COMMUNICATIONS + ADVERTISING AND PUBLIC RELATIONS

## FEATURES

### Language Options:

☒ Spanish ☐ English ☒ Bilingual

**Bilingual:** Some credit units are taught in Spanish and others in English.

### Objectives:

- Preparing the students for the complete transformation of the advertising industry in recent times, through the mastering of new technological tools, which are key in today's market.
- Ensuring that, upon graduation, students are capable of creating and implementing creative advertising and communications' campaigns, as well as coming up with new concepts, designing strategies, and generating messages in the different types of media, both traditional and digital.
- Complementing their education with a broad offer of professional internships, at institutions and companies. In addition, students will be able to supplement their practical training at *La Agencia*, which operates just like an actual advertising agency where students work on real cases, at CORRSS, our social media lab, and at OnCEULab, the communications' platform and lab of the School.

### International Bilingual Program:

In collaboration with UCLA Extension, this Double Bachelor's Degree gives students the chance to participate in an International Bilingual Program with specialized classes taught in Madrid by UCLA

## CAREER PROSPECTS

- Communications' Departments
- Multimedia project development
- Writing and editing for the media
- Online brand management
- Multimedia project development
- Advertising management: account management, art direction, media planning and purchasing
- Social networks' strategy
- User experience design
- Online marketing
- Chief Digital Officer Department
- Advertising Departments
- Community management
- Digital publishing production
- E-commerce
- Multimedia contents' management
- Communications' University Professor or Researcher career

Extension professors, and a semester abroad in that university.

(More information at [uspceu.com/ibp](http://uspceu.com/ibp))

## First Year

Thought and Technology	6
Technology and New Media	6
Basics of Art and Design	6
Political and Cultural Thought	6
History and Society	6
Theory of Communication and Information	9
Spanish Language	9
Writing for the Media I	6
Basics of Photography	6
Great Books	6

## Second Year

Contemporary World History	6
Social Doctrine of the Catholic Church	6
Basics of Advertising	6
Information Architecture and Analysis	6
Contemporary Literature	6
Writing for the Media II	6
Radio	6
Television	6
Visual Communication and the New Media	6
Technologies for Web Design and Programming I	6
Corporate Communication	6
Creative Thinking	6

## Third Year

Ethics and Deontology	6
Modern Language	6
Law	6
Contemporary Spanish History	6
Online Content Management & Storage	6
Digital Integration of Contents	6
Online Strategic Communication	6
Technologies for Web Design and Programming II	9
Creation and Management of Social Media	9
Structure of the Advertising and Communication Sector	6
Communication and Marketing	6

## Fourth Year

Public Opinion	6
Political Communication	6
Applied Law	6
Brand Management: Online Image and Reputation	6
Online Marketing and Advertising	9
E-commerce	6
Development of Multimedia Projects	9
Art Direction	6
Market Research	6
Dissertation (Digital C.)	6
Internship (Digital C.)	6

## Fifth Year

Advertising Production	6
Integrated Communication	6
Media Planning	6
Communication and Culture	6
Business and Institutional Communication	6
Dissertation (Advertising and Public Relations)	6
Internship (Advertising and Public Relations)	6



# DOUBLE BACHELOR'S DEGREE IN HUMANITIES + AUDIOVISUAL COMMUNICATIONS

## FEATURES

### Language Options:

☒ Spanish ☐ English ☐ Bilingual

### Objectives:

- Providing a high-level humanistic, cultural, and technological training that will allow students to adapt to the new demands of the communications industry.
- Training future professionals for an ever-changing technological world: the birth of digital TVs, the arrival of smart TVs, the boom of video on the Internet, the birth of a multi-screen environment, the explosion of social media, etc.
- Feeding the vocation of those with excellent critical and communication skills, as well as an interest in culture and the world of letters.
- Complementing their education with a broad offer of professional internships, at institutions and companies. In addition, students will be able to supplement their practical training at OnCEULab, the communications' platform and lab of the School; at CORRSS, our social media lab; or at *La Agencia*, which operates just like an actual advertising agency where students work on real cases.

## CAREER PROSPECTS

- Media Manager, Producer and Director
- Screen Writer: content development (entertainment, fictional, and news contents)
- Director of Photography
- Media Producer and Manager
- Visual Postproduction Editor: expert in graphics
- Programming Manager
- Communications' Manager at companies
- Expert in broadcast analysis
- Movie, TV, Radio and Advertising Producer
- Editor of electronic communications, social media and online contents
- Manager at public and private radio and TV stations
- Manager at digital platforms for satellite and cable TV
- Communications' University Professor or Researcher

## First Year

Anthropology	6
Political and Cultural Thought	6
History and Society	6
Spanish Language I	6
Spanish Language II	6
Ancient History	6
Ancient Art	6
Great Books	6
Writing for the Media I	6
Sociology	6
Basics of Art and Design	6
Basics of Photography	6
Theory of Communication and Information	9

## Second Year

Medieval History	6
English	6
Medieval Literature	6
Philosophy of Nature	6
Fundamentals of Anglo-Saxon Literature	6
Modern History	6
Medieval Art	6
Geography	6
Logic and Argumentation	6
Basics of Advertising	6
Audiovisual Narrative I	4,5
Audiovisual Narrative II	4,5
Writing for the Media II	6

## Third Year

Documentation and Research Techniques	6
Social Doctrine of the Catholic Church	6
Metaphysics I	6
Contemporary History	6
Humanistic Literary Movements	6
Metaphysics II	6
Modern Art	6
Spanish Golden Age Literature	6
Law	6
Ethics and Deontology	6
Audiovisual System I	4,5
Audiovisual System II	4,5
Radio	6
Television	6
Scripting	6

## Fourth Year

Public Opinion	6
Contemporary Spanish History	6
Contemporary Art	6
Technology and New Media	6
Single-camera Directing	6
Photography and Lighting	6
Contemporary Literary Movements	6
International Relations	6
Cultural Critics	6
Audiovisual Communication	6
Political Communication	6
Dissertation (Humanities)	6
Internship (Humanities)	6

## Fifth Year

Non-linear Editing and Graphics	6
Postproduction	6
TV Production	6
Radio Production and Direction	6
TV Directing I	6
TV Directing II	6
Applied Law	6
Dissertation (Audiovisual C.)	6
Internship (Audiovisual C.)	6

# DOUBLE BACHELOR'S DEGREE IN HUMANITIES + DIGITAL COMMUNICATIONS

## FEATURES

### Language Options:

☒ Spanish ☐ English ☐ Bilingual

### Objectives:

- Providing students with a well-rounded education that prepares them for a job market demanding qualified and creative professionals with great critical thinking skills, and highly trained in the use of new communication tools, which are paramount to sharing ideas and spreading knowledge.
- Training students with a love of culture, art and letters, while preparing them for their professional future in a digital environment.
- Capitalizing on the School's long humanistic tradition and pioneer vocation, as we were the first University to have an official Bachelor's Degree in Digital Communications.
- Providing students with the knowledge and skills that will make them sought-after professionals in the field, both nationally and internationally. To do so, we have several study-abroad programs in place and offer a wide range of internships, both at the School's digital platform, OnCEULab, and at top companies in the sector.

## CAREER PROSPECTS

- Multimedia Content Developer, Editor, and Designer
- Multimedia Projects' Developer and Manager, Digital Publishing Producer
- Community Manager, Web Developer or Manager
- Cultural Media Manager and every communications' department and/or cultural institution
- Communications' or Humanities' University Professor or Researcher
- Media Manager at public institutions, private companies, associations, and non-profit organizations (NGOs)
- Professional expert in education: teaching careers, and development/management of new educational content
- Culture expert and entrepreneur in the field

## First Year

Technology and New Media	6
Political and Cultural Thought	6
History and Society	6
Spanish Language I	6
Spanish Language II	6
Ancient History	6
Ancient Art	6
Thought and Technology	6
Writing for the Media I	6
Sociology	6
Basics of Art and Design	6
Basics of Photography	6
Theory of Communication and Information	9

## Second Year

English	6
Fundamentals of Anglo-Saxon Literature	6
Philosophy of Nature	6
Medieval History	6
Medieval Literature	6
Geography	6
Logic and Argumentation	6
Modern History	6
Medieval Art	6
Information Architecture and Analysis	6
Basics of Advertising	6
Visual Communication and the New Media	6

## Third Year

Modern Art	6
Humanistic Literary Movements	6
Law	6
Ethics and Deontology	6
Metaphysics I	6
Social Doctrine of the Catholic Church	6
Contemporary History	6
Spanish Golden Age Literature	6
Metaphysics II	6
Technologies for Web Design and Programming I	6
Digital Integration of Contents	6
Radio	6
Online Strategic Communication	6
Television	6

## Fourth Year

Contemporary Literary Movements	6
Audiovisual Communication	6
Public Opinion	6
Contemporary Spanish History	6
Contemporary Art	6
Cultural Critics	6
Documentation and Research Techniques	6
International Relations	6
Internship (Humanities)	6
Dissertation (Humanities)	6
Online Content Management & Storage	6
Technologies for Web Design and Programming II	9
Creation and Management of Social Media	9

## Fifth Year

E-commerce	6
Brand Management: Online Image and Reputation	6
Online Marketing and Advertising	9
Development of Multimedia Projects	9
Applied Law	6
Political Communication	6
Internship (Digital C.)	6
Dissertation (Digital C.)	6





# DOUBLE BACHELOR'S DEGREE IN HUMANITIES + JOURNALISM

## FEATURES

### Language Options:

☒ Spanish ☐ English ☐ Bilingual

### Objectives:

- Providing a high-level humanistic, cultural, and technological training that will allow students to adapt to the new demands of the communications industry.
- Feeding the vocation of those with excellent critical and communication skills, as well as an interest in culture and the world of letters.
- Complementing their education with a broad offer of professional internships, at institutions and companies. In addition, students will be able to supplement their practical training at OnCEULab, the communications' platform and lab of the School; at CORRSS, our social media lab; or at *La Agencia*, which operates just like an actual advertising agency where students work on real cases.

## CAREER PROSPECTS

- Editing for newspapers, magazines and specialized journals, both paper copy and online; news agencies
- Management at public and private radio and TV stations
- Editing and infographic designer of electronic communications, social media and online contents
- Press departments for public institutions, private companies and non-profit organizations (NGOs)
- Media and public relations' agencies
- Editorial groups
- Copy-editing
- Production of branded content
- Teaching and research of Communications and Humanities

## First Year

Anthropology	6
Political and Cultural Thought	6
History and Society	6
Spanish Language I	6
Spanish Language II	6
Ancient History	6
Ancient Art	6
Great Books	6
Writing for the Media I	6
Sociology	6
Basics of Art and Design	6
Basics of Photography	6
Theory of Communication and Information	9

## Second Year

Medieval History	6
English	6
Medieval Literature	6
Philosophy of Nature	6
Fundamentals of Anglo-Saxon Literature	6
Modern History	6
Medieval Art	6
Geography	6
Logic and Argumentation	6
Basics of Advertising	6
Information Architecture and Analysis	6
Writing for the Media II	6
Journalistic Design	6

## Third Year

Documentation and Research Techniques	6
Social Doctrine of the Catholic Church	6
Metaphysics I	6
Contemporary History	6
Humanistic Literary Movements	6
Metaphysics II	6
Modern Art	6
Spanish Golden Age Literature	6
Law	6
Ethics and Deontology	6
Specialized Journalism I	6
Radio	6
Television	6
Journalistic Writing I	6

## Fourth Year

Public Opinion	6
Contemporary Spanish History	6
Contemporary Art	6
Technology and New Media	6
Contemporary Literary Movements	6
International Relations	6
Cultural Critics	6
Audiovisual Communication	6
Journalistic Writing II	6
Political Communication	6
Dissertation (Humanities)	6
Internship (Humanities)	6

## Fifth Year

Journalism in Radio and TV	6
Opinion Genre	6
Specialized Journalism II	6
Media Groups and Management	6
Business and Institutional Communication	6
Applied Law	6
Dissertation (Journalism)	6
Internship (Journalism)	6



# DOUBLE BACHELOR'S DEGREE IN HUMANITIES + ADVERTISING AND PUBLIC RELATIONS

## FEATURES

### Language Options:

☒ Spanish ☐ English ☐ Bilingual

### Objectives:

- Feeding the vocation of those with excellent creative and communication skills, which are ideal for advertising, as well as an interest in culture and the world of letters.
- Training professionals for today's highly competitive and demanding market by encouraging creative thinking, creating and implementing advertising campaigns, generating ideas, and designing multimedia communications, etc.
- Complementing their education with a broad offer of professional internships, at institutions and companies. In addition, students will be able to supplement their practical training at *La Agencia*, which operates just like an actual advertising agency where students work on real cases, at CORRSS, our social media lab, and at OnCEULab, the communications' platform and lab of the School.

## CAREER PROSPECTS

- Advertising agencies
- Public Relations and Communications' advisory firms
- Advertising/Communications' Departments at companies, institutions, foundations, etc.
- Press bureaus
- Event management companies
- Creative boutiques
- Graphic Design studios
- Strategic Planning Departments
- Branding Consulting firms
- Marketing Departments
- Media Planning agencies
- Advertising production companies
- Digital Communications' agencies
- Image and Communications' consulting
- Lobbies and lobbying organizations
- Direct Marketing, Street Marketing, Branded Content, Inbound Marketing, Content Marketing, etc.
- Museum/Cultural center management: museums, cultural and art centers, archives and image registries (photo and video libraries)
- Management and technical expertise in exhibitions
- Communications' and Humanities University Professor or Researcher

## First Year

Anthropology	6
Political and Cultural Thought	6
History and Society	6
Spanish Language I	6
Spanish Language II	6
Ancient History	6
Ancient Art	6
Great Books	6
Writing for the Media I	6
Sociology	6
Basics of Art and Design	6
Basics of Photography	6
Theory of Communication and Information	9

## Second Year

Medieval History	6
English	6
Medieval Literature	6
Philosophy of Nature	6
Fundamentals of Anglo-Saxon Literature	6
Modern History	6
Medieval Art	6
Geography	6
Logic and Argumentation	6
Writing for the Media II	6
Corporate Communication	6
Communication and Marketing	6
Basics of Advertising	6

## Third Year

Documentation and Research Techniques	6
Social Doctrine of the Catholic Church	6
Metaphysics I	6
Contemporary History	6
Humanistic Literary Movements	6
Metaphysics II	6
Modern Art	6
Spanish Golden Age Literature	6
Law	6
Ethics and Deontology	6
Creative Thinking	6
Radio	6
Television	6
Structure of the Advertising and Communication Sector	6

## Fourth Year

Public Opinion	6
Contemporary Spanish History	6
Contemporary Art	6
Technology and New Media	6
Contemporary Literary Movements	6
International Relations	6
Cultural Critics	6
Audiovisual Communication	6
Art Direction	6
Political Communication	6
Dissertation (Humanities)	6
Internship (Humanities)	6

## Fifth Year

Business and Institutional Communication	6
Market Research	6
Strategic Communication	6
Media Planning	6
Communication and Culture	6
Integrated Communication	6
Brand Management	6
Advertising Production	6
Applied Law	6
Dissertation (Advertising and Public Relations)	6
Internship (Advertising and Public Relations)	6

# DOUBLE BACHELOR'S DEGREE IN HISTORY + ART HISTORY

## FEATURES

### Language Options:

☒ Spanish ☐ English ☐ Bilingual

### Objectives:

- Training students who are looking for a comprehensive education in all fields of history.
- Providing students with the option to complete two Bachelor's Degrees simultaneously in just four years.
- Providing a rigorous vision of the different aspects of our history.
- Reinforcing students' comprehensive education with internships at prestigious companies, where they will develop different historical research and diffusion skills.

## CAREER PROSPECTS

- Management of public and private databases and libraries
- Management of museums and cultural departments (cultural foundations, banks, etc.)
- All levels of private and public teaching
- Public Administration (all bodies and hierarchies): national, regional, and local levels
- Research: Spanish National Research Council (CSIC) and Ministry of Culture (MECD), etc.
- Management of historical and artistic heritage
- Museum Curation
- Management of cultural tourism: tourist and personal guide
- Management and technical expertise in exhibitions
- Management of art galleries and expertise in the art market

## First Year

Prehistory and Prehistoric Art	6
History of the Middle East	6
Egyptian and Middle Eastern Art	6
Descriptive Geography	6
Spanish Pre-Roman History	6
Archeology and Ancient Art of the Iberian Peninsula	6
Great Books of the Ancient World	6
Classical World History	6
Greek and Roman Art	6
Anthropology	6
Spanish Roman and Visigothic History	6
Classical Iconography	6

## Second Year

High Medieval History	6
High Medieval Art	6
Great Books of the Medieval World	6
Documentation and Research Techniques	6
Spanish History of the Reconquista	6
Spanish Historical and Artistic Heritage of the Middle Ages	6
Low Medieval History	6
Low Medieval Art	6
Modern Language	6
History of the Church	6
Historiography	6
Art Theory	6
Christian Iconography	6

## Third Year

Modern World History I	6
Art of the Renaissance and Mannerism	6
Great Books of the Modern World	6
Hapsburg Spain	6
History of the Americas	6
Spanish Historical and Artistic Heritage of Modern History	6
History of Aesthetics	6
Modern World History II	6
Baroque and Rococo Art	6
Social Doctrine of the Catholic Church	6
XVIII Century Spain History	6
Human Geography	6
Painting in the Spanish Golden Age	6
Management and Conservation of Artistic Heritage	6

## Fourth Year

Contemporary History I	6
XIX Century Art and Avant-guard	6
Great Books of the Contemporary World	6
Contemporary Spanish History I	6
Concepts and Figures of Spanish Contemporary Art	6
Contemporary History II	6
Current Artistic Trends	6
Current World History	6
Contemporary Spanish History II	6
Art of the Second Half of the XX Century	6
Museums, Galleries, and Temporary Exhibitions Management	6
Dissertation (History)	6
Dissertation (Art History)	6
Internship	6



# DOUBLE BACHELOR'S DEGREE IN HISTORY + JOURNALISM

## FEATURES

### Language Options:

☒ Spanish ☐ English ☐ Bilingual

### Objectives:

- Providing a high-level humanistic, cultural, and technological training that will allow students to adapt to the new demands of historic research and the communications industry.
- Equipping the students with degree-specific competencies using proven methods and the technologies of the industry.
- Supplying an environment of academic and professional excellence, as well as comprehensive training based on their international vocation, the School's tradition, and a focus on the job market.
- Complementing their education with a broad offer of professional internships, at institutions and companies. In addition, students will be able to supplement their practical training at OnCEULab, the communications' platform and lab of the School; at CORRSS, our social media lab; or at *La Agencia*, which operates just like an actual advertising agency where students work on real cases.

## CAREER PROSPECTS

- Editing for newspapers, magazines and specialized journals, both paper copy and online; news agencies
- Management at public and private radio and TV stations
- Editing and infographic designer of electronic communications, social media and online contents
- Press departments for public institutions, private companies and non-profit organizations (NGOs)
- Media and public relations' agencies
- Editorial groups
- Copy-editing
- Production of branded content
- Management of public and private databases and libraries
- Museum Curation
- Expertise in cultural tourism
- Teaching and research career of Communications or History

## First Year

Anthropology	6
Egyptian and Middle Eastern Art	6
Greek and Roman Art	6
Descriptive Geography	6
Great Books of the Ancient World	6
Spanish Pre-Roman History	6
Spanish Roman and Visigothic History	6
Classical World History	6
History of the Middle East	6
Spanish Language	9
Prehistory and Prehistoric Art	6
Theory of Communication and Information	9

## Second Year

High Medieval Art	6
Low Medieval Art	6
Journalistic Design	6
Writing for the Media I	6
Writing for the Media II	6
Basics of Art and Design	6
Basics of Photography	6
Great Books of the Medieval World	6
Spanish History of the Reconquista	6
High Medieval History	6
Low Medieval History	6
History of the Church	6
Historiography	6
English	6
Documentation and Research Techniques	6

## Third Year

Baroque and Rococo Art	6
Art of the Renaissance and Mannerism	6
Law	6
Social Doctrine of the Catholic Church	6
Ethics and Deontology	6
Basics of Advertising	6
Human Geography	6
Great Books of the Modern World	6
History of the Americas	6
Hapsburg Spain	6
Modern World History I	6
Modern World History II	6
XVIII Century Spain History	6
Radio	6
Television	6

## Fourth Year

Art of the Second Half of the XX Century	6
XIX Century Art and Avant-guard	6
Great Books of the Contemporary World	6
Contemporary Spanish History I	6
Contemporary Spanish History II	6
Contemporary History I	6
Contemporary History II	6
Current World History	6
History of Journalism	6
Journalism in Radio and TV	6
Specialized Journalism I	6
Journalistic Writing I	6
Journalistic Writing II	6
Dissertation (History)	6
Internship (History)	6

## Fifth Year

Information Architecture and Analysis	6
Business and Institutional Communication	6
Political Communication	6
Opinion Genre	6
Media Groups and Management	6
Applied Law	6
Public Opinion	6
Specialized Journalism II	6
Technology and New Media	6
Dissertation (Journalism)	9
Internship (Journalism)	6

# DOUBLE BACHELOR'S DEGREE IN LAW + JOURNALISM

## FEATURES

### Language Options:

☒ Spanish ☐ English ☐ Bilingual

### Objectives:

- Introducing the world of communications to future lawyers and training future journalists to become professional legal experts, a highly sought-after skill in today's communications' field.
- Having students become well-rounded information professionals with top analytical and communicative skills, applicable both in main broadcast news and in legal-specific situations, as well as in all type of media (print, audiovisual and electronic); and having students become professional legal experts with strong communicative skills.
- Complementing their education with a broad offer of professional internships, at institutions and companies. In addition, students will be able to supplement their practical training at OnCEULab, the School's communications' platform and lab, at CORRSS, our social media lab, or at *La Agencia*, which operates just like an actual advertising agency where students work on real cases.

### International Bilingual Program:

In collaboration with Fordham University (New York), this Double Bachelor's Degree gives students the chance to participate in an International Bilingual Program with specialized classes taught in Madrid by Fordham University professors, and a semester abroad in that university.

(More information at [uspceu.com/ibp](http://uspceu.com/ibp))

## CAREER PROSPECTS

- Private Practice Lawyer
- Legal Advisor for companies and banks
- Court Attorney
- Government Official
- Manager at European institutions and international organizations, as well as Autonomous Communities' and local agencies
- Tax and Labor Consultant
- Attorney in NGO's and other non-profits
- Manager at public and private radio and TV stations
- Editor of electronic communications, social media and online contents
- Manager at press departments for public institutions, private companies and non-profit organizations
- Collaborator at media and public relations' agencies
- Collaborator at editorial groups
- Communications and Law University Professor or Researcher
- Communications' Consultant
- Editor at newspapers and magazines
- Multimedia Contents' Manager

### Excellence Program:

Students in this Double Bachelor's Degree may be eligible for the Excellence Program of the School of Law.

## First Year

History of Spanish Law	6
Contemporary History Foundations	6
Roman Law	6
Fundamentals of Constitutional Law	6
Writing for the Media I	6
Great Books	6
Theory of Law	6
Spanish Political System: Institutions and Basic Rights	6
Institutions and Law Principles of the European Union	6
Basics of Photography	6
Spanish Language	9
Theory of Communication and Information	9

**TOTAL ECTS** 78

## Fourth Year

Inheritance Law	3
Financial and Tax Law II	6
General Ethics	3
Modern Language	6
Private International Law	6
Electives	15
Documentation and Research Techniques	6
Contemporary World History	6
Dissertation	6
Economic Criminal Law	3
Law Philosophy	6
Deontology	3
Professional Skills	4,5
Opinion Genre	6
Journalism in Radio and TV	6

**TOTAL ECTS** 85,5

## Second Year

Introduction to the Spanish Judicial System	3
History of the Administration	3
Civil Obligations and Contracts Law	6
Public International Law	6
Fundamentals of Criminal Law	6
Law and Religion in Democracies	6
Basics of Advertising	6
Journalistic Design	6
Civil Procedural Law	6
Fundamentals of Administrative Law	6
Real Rights	6
Employer's Legal Standing	3
Accounting for Legal Experts	3
Advanced Criminal Law (Specialization)	6
Information Architecture and Analysis	6
Writing for the Media II	6

**TOTAL ECTS** 84

## Fifth Year

History of Journalism	6
Contemporary Literature	6
Public Opinion (Law Elective)	6
Political Communication (Law Elective)	6
Technology and New Media (Law Elective)	6
Applied Law (Law Elective)	6
Specialized Journalism I	6
Specialized Journalism II	6
Media Groups and Management	6
Business and Institutional Communication	6
Contemporary Spanish History	6
Dissertation	6
Internship	6

**TOTAL ECTS** 78

## Third Year

Company Law	6
Employment and Resources of Public Agencies	6
Damages and Consumers' Rights Law	6
Fundamentals of Labor Law	3
Criminal Procedural Law	6
Individuals and Families in the Social Doctrine of the Catholic Church	3
Television	6
Journalistic Writing I	6
Financial and Tax Law I	6
Commercial Contracts	6
Administrative Procedures	3
Civil Law: Family Law	3
Human Rights and Their Protection	3
Work Relations System	6
Political and International Community in the Social Doctrine of the Catholic Church	3
Radio	6
Journalistic Writing II	6

**TOTAL ECTS** 84

ECTS: European Credit Transfer and Accumulation System



# DOUBLE BACHELOR'S DEGREE IN LAW + ADVERTISING AND PUBLIC RELATIONS

## FEATURES

### Language Options:

☒ Spanish ☐ English ☐ Bilingual

### Objectives:

- Preparing our students to become professionals with an exclusive Double Degree that taps into the legal and communications' fields, with one-of-a kind expert training in Advertising Law.
- Setting our students up for their future, with a multidisciplinary training, will be sought-after assets in a highly-regulated field.
- Giving our future advertisers and communicators the tools they need to expand their education and skills and make them stand out in a growing job market.
- Supplementing their practical training at *La Agencia*, which operates just like an actual advertising agency where students will work on real cases, at OnCEULab, the School's communications' platform and lab, and at CORRSS, our social media lab.

### International Bilingual Program:

In collaboration with Fordham University (New York), this Double Bachelor's Degree gives students the chance to participate in an International Bilingual Program with specialized classes taught in Madrid by Fordham University professors, and a semester abroad in that university.

(More information at [uspceu.com/ibp](http://uspceu.com/ibp))

## CAREER PROSPECTS

- Private Practice Lawyer
- Legal Advisor for companies and banks
- Court Attorney
- Government Official
- Manager at European institutions and international organizations
- Manager at Autonomous Communities and local agencies
- Tax and Labor Consultant
- Attorney in non-governmental organizations (NGO's) and other non-profits
- Legal Consultant at advertising agencies
- Expert in Comm's Regulations and Law
- Collaborator at Communications' or Institutional Relations' departments
- Researcher and Strategic Consultant in advertising and public relations
- Advertising Manager: account management, art direction, media planning and purchasing
- Corporate Communications' Manager
- Accounting Manager
- Law and Communications' University Professor or Researcher
- Manager of consumer agencies

### Programa de Excelencia:

Students in this Double Bachelor's Degree may be eligible for the Excellence Program of the School of Law.

## First Year

History of Spanish Law	6
Contemporary History Foundations	6
Roman Law	6
Fundamentals of Constitutional Law	6
Writing for the Media I	6
Great Books	6
Theory of Law	6
Spanish Political System: Institutions and Basic Rights	6
Institutions and Law Principles of the European Union	6
Basics of Photography	6
Spanish Language	9
Theory of Communication and Information	9

**TOTAL ECTS** 78

## Fourth Year

Inheritance Law	3
Financial and Tax Law II	6
General Ethics	3
Modern Language	6
Private International Law	6
Market Research	6
Television	6
Electives	15
Dissertation (Law)	6
Economic Criminal Law	3
Law Philosophy	6
Deontology	3
Professional Skills	4,5
Strategic Communication	6
Radio	6

**TOTAL ECTS** 85,5

## Second Year

Introduction to the Spanish Judicial System	3
History of the Administration	3
Civil Obligations and Contracts Law	6
Public International Law	6
Fundamentals of Criminal Law	6
Law and Religion in Democracies	6
Basics of Advertising	6
Corporate Communication	6
Creative Thinking	6
Civil Procedural Law	6
Fundamentals of Administrative Law	6
Real Rights	6
Employer's Legal Standing	3
Accounting for Legal Experts	3
Advanced Criminal Law (Specialization)	6
Communication and Marketing	6
Writing for the Media II	6

**TOTAL ECTS** 90

## Fifth Year

Public Opinion	6
Political Communication	6
Contemporary Literature	6
Applied Law	6
Integrated Communication	6
Advertising Production	6
Media Planning	6
Brand Management	6
Communication and Culture	6
Technology and New Media	6
Contemporary World History	6
Dissertation (Advertising and Public Relations)	6
Internship	6

**TOTAL ECTS** 78

## Third Year

Company Law	6
Employment and Resources of Public Agencies	6
Damages and Consumers' Rights Law	6
Fundamentals of Labor Law	3
Criminal Procedural Law	6
Individuals and Families in the Social Doctrine of the Catholic Church	3
Contemporary Spanish History	6
Business and Institutional Communication	6
Financial and Tax Law I	6
Commercial Contracts	6
Administrative Procedures	3
Civil Law: Family Law	3
Human Rights and Their Protection	3
Work Relations System	6
Political and International Community in the Social Doctrine of the Catholic Church	3
Structure of the Advertising and Communication Sector	6

**TOTAL ECTS** 84

ECTS: European Credit Transfer and Accumulation System

# DOUBLE BACHELOR'S DEGREE IN MARKETING AND SALES MANAGEMENT + DIGITAL COMMUNICATIONS

## FEATURES

### Language Options:

- ☒ Spanish ☐ English ☐ Bilingual

### Objectives:

- Giving students the key skills they need to become professionals in the marketing and communications' fields.
- The job market is hungry for marketing professionals with a solid foundation in digital communications, who are competent in both analysis and marketing projects using digital communications' tools.
- Having a careful balance of theory and practice to help them reach their full potential and have success stories in the job market.
- Complementing their education with a broad offer of professional internships, at institutions and companies. In addition, students will be able to supplement their practical training at OnCEULab, the communications' platform and lab of the School; at CORRSS, our social media lab; or at *La Agencia*, which operates just like an actual advertising agency where students work on real cases.

## CAREER PROSPECTS

- Marketing Director
- Business Manager
- Sales Manager
- Product Manager
- Expert in business research and market studies
- Marketing Consultant
- Multimedia Designer
- Communications' or Public Relations' Manager
- Multimedia Project Developer
- Editor for the media
- Publicist
- Community Manager
- Digital Publishing Producer
- Digital Communications' Researcher
- E-commerce Expert
- Entrepreneur (self-employed)
- Multimedia Contents' Manager
- Communications' and Marketing University Professor or Researcher

## First Year

Statistics I	6
Basics of Art and Design	6
Basics of Photography	6
Fundamentals of Business Management	6
Basics of Marketing	6
History and Society	6
Introduction to Financial Accounting	6
Spanish Language	9
Mathematics I	6
Technology and New Media	6
Economic Theory I	6
Economic Theory II	6

## Second Year

Cost Accounting	6
Financial Accounting	6
Economic Structure and History	6
Basics of Advertising	6
Business Management I	6
Business Management II	6
Modern Language	6
Mathematics II	6
Political Economy	6
Radio	6
Spanish Tax System	6
Television	6
Theory of Communication and Information	9
Macroeconomic and Monetary Theory	6

## Third Year

Information Architecture	6
E-commerce	6
Consumer's Behavior	6
Visual Communication and the New Media	6
Business Law	6
Business Distribution	6
Social Doctrine of the Catholic Church	6
Writing for the Media II	6
Marketing Research Studies I	6
Business Management	6
Contemporary Literature	6
Trade Logistics	6
Merchandising	6
Technologies for Web Design and Programming I	6

## Fourth Year

Creation and Management of Social Media	9
Human Resources Management	6
Sales Management	6
Financial Management	6
Marketing Research Studies II	6
Digital Integration of Contents	6
Strategic Marketing	6
International Marketing	6
Internship (Marketing and Sales Management)	12
Business Simulation	6
Dissertation (Marketing and Sales Management)	6
Technologies for Web Design and Programming II	9

## Fifth Year

Political Communication	6
Online Strategic Communication	6
Development of Multimedia Projects	9
Online Content Management & Storage	6
Ethics	6
Brand Management: Online Image and Reputation	6
Contemporary Spanish History	6
Applied Law	6
Online Marketing and Advertising	9
Dissertation (Digital C.)	6
Internship (Digital C.)	6
Public Opinion	6



# DOUBLE BACHELOR'S DEGREE IN ECONOMICS\* + JOURNALISM

\*Focus on Finance

## FEATURES

### Language Options:

☒ Spanish ☐ English ☒ Bilingual

**Bilingual:** Some credit units are taught in Spanish and others in English. Only available through the CEU-The University of Chicago Program.

### Objectives:

- Providing students with a solid background in Economics and Journalism that will help them develop their professional careers in either field and/or in economic journalism.
- Combining a robust theoretical training with an evident applied focus that will allow them to delve into the skills and competencies required of highly sought-after professionals with an international profile, and an impressive willingness to adapt to the ever-changing fields of economics and journalism.
- Complementing their education with a broad offer of professional internships, at different institutions and companies. In addition, students will be able to supplement their practical training at OnCEULab, the communications' platform and lab of the School; at CORRSS, our social media lab; or at *La Agencia*, which operates just like an actual advertising agency where students work on real cases.

### International Bilingual Program:

In collaboration with The University of Chicago, this Double Bachelor's Degree gives students the chance to participate in an International Bilingual Program (IBP) with specialized classes taught in Madrid by The University of Chicago professors, and a semester abroad in that university.

(More information at [uspceu.com/ibp](http://uspceu.com/ibp))

## CAREER PROSPECTS

- Economist at financial institutions
- Financial Expert
- Business Manager
- Consultant at private and public entities
- Economic Journalist
- International Investments' and Financial Advisor
- Financial Analyst (international trade, finance, stock markets, etc.)
- International Business Manager
- Expert in International Economic Development Programs
- Researcher at research institutions or educational centers
- Government Official and Consultant at international organizations
- University Professor
- Auditor and Auditing Director
- Property Administrator
- Stock Broker
- Collaborator at all types of newspapers, Magazines and specialized journals, both paper copy and online, at news agencies
- Collaborator at press departments for public institutions, private companies and non-profit organizations

## First Year

Fundamentals of Business Management	6
Introduction to Microeconomics	6
Mathematics for Economics I	6
Labor Law and Agreements	6
Spanish Language	9
Basics of Photography	6
History and Society	6
Introduction to Macroeconomics	6
Mathematics for Economics II	6
Statistics I	6
Financial Accounting	6
Basics of Art and Design	6
Basics of Advertising	6
Social Doctrine of the Catholic Church	6

## Fourth Year

Microeconomics II	6
Fiscal-Financial Profitability of Investments	6
Monetary and Financial Policy	6
Corporate Finance	6
Applied Economics	6
Documentation and Research Techniques	6
Specialized Journalism I	6
International Financial Reporting Standards	6
Financial Risk Hedging	6
Internships	12
Dissertation	6
Journalistic Writing I	6

## Second Year

Macroeconomics I	6
World Economy and International Markets	6
Statistics II	6
Dynamic Systems and Optimization Theory	6
Public Sector Economics	6
Writing for the Media II	6
Information Architecture and Analysis	6
Spanish Economy	6
Microeconomics I	6
Global Economic History	6
Political Economy I	6
Econometrics	6
Theory of Communication and Information	9
Journalistic Design	6

## Fifth Year

History of Journalism	6
Journalism in Radio and TV	6
Business and Institutional Communication	6
Media Groups and Companies	6
Specialized Journalism II	6
Public Opinion	6
Journalistic Writing II	6
Political Communication	6
Opinion Genre	6
Contemporary Literature	6
Ethics and Deontology	6
Dissertation	6
Internships	6
Applied Law	6

## Third Year

Financial Mathematics	6
Political Economy II	6
Financial System	6
Tax System	6
Financial Modeling	6
Contemporary Spanish History	6
Radio	6
Financial Management	6
Macroeconomics II	6
Financial Instruments	6
Value Analysis	6
Analysis of Financial Statements	6
Technology and New Media	6
Television	6
Modern Language	6

ECTS: European Credit Transfer and Accumulation System

# DOUBLE BACHELOR'S DEGREE IN ECONOMICS\* + JOURNALISM

\*Focus on International Business

## FEATURES

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☒ Spanish ☐ English ☒ Bilingual

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- Expert in International Economic Development Programs
- Researcher at research institutions and educational centers
- Government Official and Consultant at international organizations
- University Professor
- Auditor and Auditing Director
- Property Administrator
- Stock Broker
- Collaborator at newspapers, magazines and specialized journals, both paper copy and online; news agencies
- Collaborator at press departments for public institutions, private companies and non-profit organizations

## First Year

Fundamentals of Business Management	6
Introduction to Microeconomics	6
Mathematics for Economics I	6
Labor Law and Agreements	6
Spanish Language	9
Basics of Photography	6
History and Society	6
Introduction to Macroeconomics	6
Mathematics for Economics II	6
Statistics I	6
Financial Accounting	6
Basics of Art and Design	6
Basics of Advertising	6
Social Doctrine of the Catholic Church	6

## Fourth Year

History of Economic Thinking	6
Analysis of the International Economic Environment	6
International Commercial Law	6
International Trade and Business	6
International Marketing	6
Documentation and Research Techniques	6
Specialized Journalism I	6
Economy of the EU	6
International Business Management	6
Internships	12
Dissertation	6
Journalistic Writing I	6

## Second Year

Macroeconomics I	6
World Economy and International Markets	6
Statistics II	6
Dynamic Systems and Optimization Theory	6
Public Sector Economics	6
Writing for the Media II	6
Information Architecture and Analysis	6
Spanish Economy	6
Microeconomics I	6
Global Economic History	6
Economic Policy I	6
Econometrics	6
Theory of Communication and Information	9
Journalistic Design	6

## Fifth Year

History of Journalism	6
Journalism in Radio and TV	6
Business and Institutional Communication	6
Media Groups and Companies	6
Specialized Journalism II	6
Public Opinion	6
Journalistic Writing II	6
Political Communication	6
Opinion Genre	6
Contemporary Literature	6
Ethics and Deontology	6
Dissertation	6
Internships	6

## Third Year

Financial Mathematics	6
International Economic Policy	6
International Financial System	6
International Taxation I	6
Econometrics II	6
Contemporary Spanish History	6
Radio	6
Financial Management	6
International Macroeconomics	6
Theory of International Commerce	6
International Taxation II	6
International Financing	6
Technology and New Media	6
Television	6
Modern Language	6



# UNIVERSITY LIFE

The Student Affairs and University Services Office manages extracurricular activities aimed at enriching the school's life.

We would love for you to turn to your hobbies in a university environment and to develop new interests and relationships to complement your education.



## EXTRACURRICULAR ACTIVITIES

### CULTURAL ACTIVITIES

Gastronomy, theater, music, movies, opera, traveling, debate forums, creativity contests, etc.

 @CulturalesCEU

 @USPCEU.Actividades.Culturales

### SPORTS ACTIVITIES

We host internal competitions and participate in local and national inter-university tournaments.

 @DeportesUSPCEU

 @DeportesUSPCEU

### PASTORAL ACTIVITIES

Open discussion communities, cultural visits, retreats, pilgrimage routes, seminars, debates, etc.

### VOLUNTEERING OPPORTUNITIES

Non-profit and awareness campaigns, activities to help those in need, the poor, or marginalized groups.

 @USPCEU.Voluntariado



# YOUR CAMPUS

## AUDIOVISUAL CENTER

Two professional radio studios, two TV studios (one of them virtual), three rooms dedicated to linear editing, an analogical and digital photo lab, a photographic studio and an entrepreneurial lab.

Students enjoy our top-of-the-line facilities, are able to borrow equipment for free, and can reserve the facilities for practice groups.

## OnCEULab

OnCEULab is the School's communications' platform and lab. There, students of Humanities and Communication Sciences are able to develop a practical and up-to-date with current trends learning within the disciplines of journalism, digital and audiovisual communications, and/or advertising.

In addition, content about the University, cultural and social activities are shared.

## LA AGENCIA

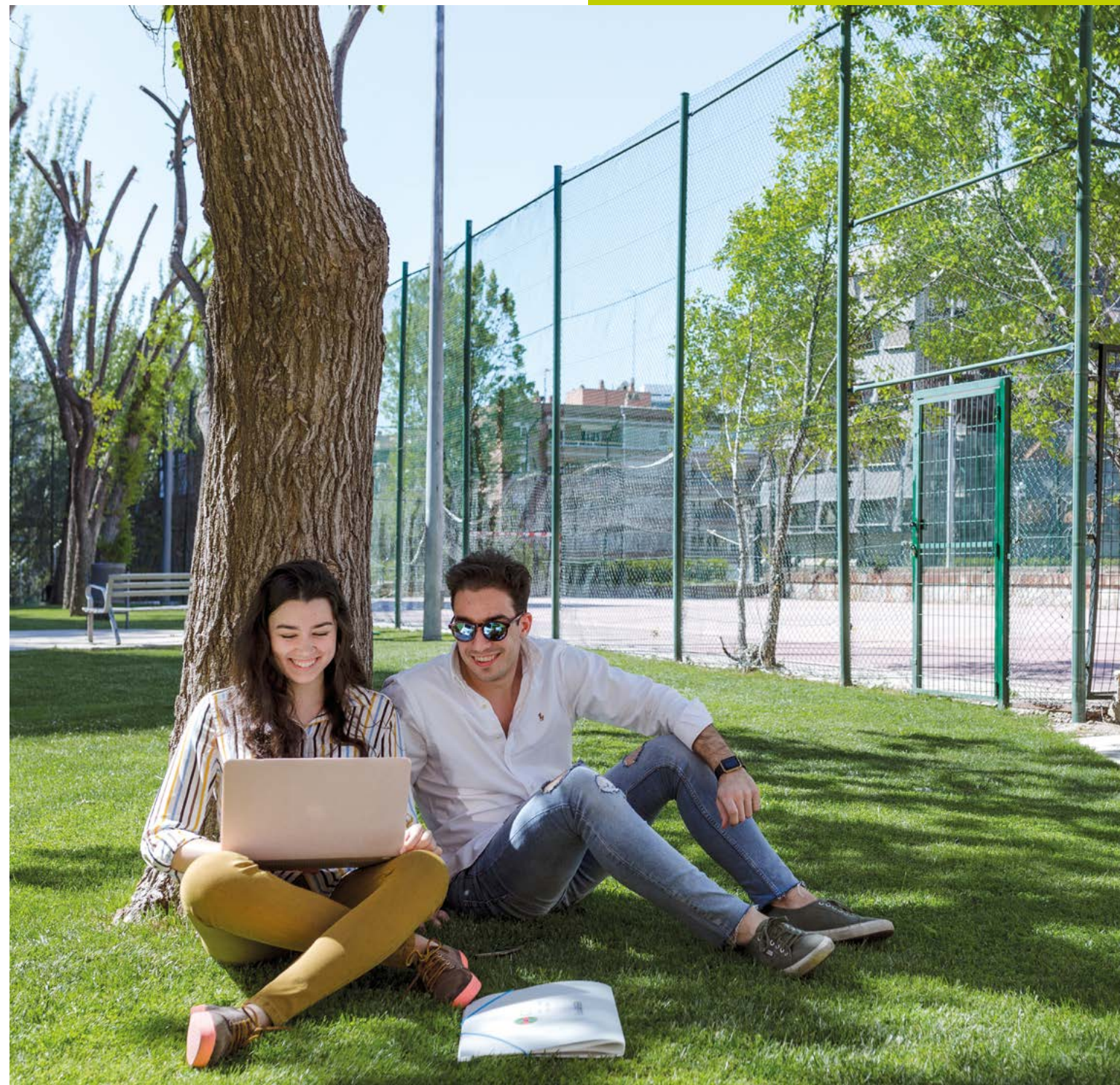
*La Agencia* (The Agency) is an advertising agency comprised of students who create, develop, and execute campaigns for actual clients. In addition, students are encouraged to participate in all contests and awards of the field.

*La Agencia* provides a unique opportunity to work as a professional and tap into your passion: be creative, manage accounts, plan events, etc.

## CORRSS

This is a platform designed for the management of the School's social networks, and acts as a meeting point between faculty and students.

Content innovation, metrics analysis and the user experience are the pillars that support all of our work.





# SCHOLARSHIPS AND FINANCIAL AID

The Universidad CEU San Pablo Foundation is the private educational entity with the highest amounts allotted for scholarships and financial aid in all of Spain. It is founded on the belief that no student should ever have to drop out of school because of financial reasons.

The Universidad CEU San Pablo is committed to those who put in the effort and continuously fight to reach their full potential. We believe in giving everyone who fights for a goal the opportunity to achieve it.

Every student's application is considered carefully and individually taking into account their personal situation, as well as their socioeconomic and family circumstances.

A committee is assigned to each application and the aid is distributed according to the needs and circumstances of every student.

Our goal is that no student is left out of the Degree they want to pursue due to financial reasons.

Specific criteria can be found in:  
[www.uspceu.com/becasyayudas](http://www.uspceu.com/becasyayudas)

## CEU MERIT PROGRAM AND CEU MERIT PROGRAM 100

### CEU MERIT PROGRAM 100

This program awards scholarships to students with outstanding GPAs covering all costs of the Bachelor's Degree except enrollment. To be eligible, freshman students are required to have had an "A" (*sobresaliente*, in the Spanish system) average in high school. The scholarship can be renewed annually as long as the student keeps their "A" average.

### CEU MERIT PROGRAM

This program awards scholarships covering 65% of the costs of the Bachelor's Degree. To be eligible, a "B" (*notable*, in the Spanish system) average is required. These scholarships also take into consideration the family income and household size (income/household members). The scholarship can be renewed annually as long as the student keeps the required average.

## SCHOLARSHIPS FROM THE ASOCIACIÓN CATÓLICA DE PROPAGANDISTAS

The *Asociación Católica de Propagandistas* (Catholic Association of Propagandists, ACdP) will award one "**Padre Ángel Ayala**" (**Father Angel Ayala**) scholarship to the winner candidate who wishes to complete the Bachelor's Degree in Humanities, and one "**Beato Luis Belda**" (**Blessed Luis Belda**) to the winner candidate who wishes to complete the Bachelor's Degree in History or Art History. These two scholarships cover 90% of the total costs of the School.







### TEACHING-BENEFIT AID

The Universidad CEU San Pablo Foundation, with a mission to support teaching-benefit and social causes, facilitates access to the degrees offered by the Universidad CEU San Pablo to students after taking into consideration their academic performance and their socioeconomic and family situation.

A special committee is appointed by the General Directorate of the Foundation to review all submitted applications and award financial aid according to the needs and circumstances of each applicant. Eligibility criteria remain the same after the initial approval for subsequent years.



### PUBLIC AND PRIVATE SCHOLARSHIPS AND FINANCIAL AID

Students from Universidad CEU San Pablo can apply to scholarships and financial aid as regulated by the Royal Decree 1721/2007, dated December 21, and by the Ministerial Decree published yearly by the Ministry of Education, Culture and Sports.

There are similar options offered by the Autonomous Communities and other public and private entities.



### SCHOLARSHIPS FOR UNIVERSITY CLASSES AND CHOIR

This scholarship is designed to have permanent choir at the University. The scholarship requires participation in all events where the choir is required by the Universidad CEU San Pablo or the bodies and works of the Asociación Católica de Propagandistas (ACdP), as well as in other artistic events related to the choir activities themselves.

The application process has two screenings: one artistic-vocal, and the other academic. Both screenings must be passed in order to receive this scholarship.



### CEU TALENT BRIDGE

The Universidad CEU San Pablo has a financial aid program for students who have completed pre-university classes abroad and have enrolled for the first year at our School.

The program offers up to 50% discount in tuition. Eligibility criteria include having a good GPA. The student's profile and language proficiency will also be considered.

The financial aid can be renewed for all subsequent years, as long as the same eligibility criteria are met.

### INSURANCE AND LOANS

The Universidad CEU San Pablo has an agreement with Banco Santander to support students by facilitating their access to university.

In addition, all students at Universidad CEU San Pablo, regardless of their Degree, automatically receive an Education Continuity Insurance upon enrollment, at no cost to them, which ensures that they will be able to finish their education at the University in the event of the decease of their father, mother, or person legally responsible for payment of tuition fees.

### RECTOR SCHOLARSHIPS FOR ACADEMIC EXCELLENCE

This scholarship for academic excellence recognizes and awards students with the best academic records at the University. They give a 50% discount toward tuition fees for a given school year. To apply, the following eligibility criteria are observed: a minimum average score of 8.5/10 for Bachelor's Degrees pertaining to Legal, Human, and Social Sciences; and a minimum average score of 8/10 for Bachelor's Degrees pertaining to Experimental, Health and Technical Sciences. The scholarship is awarded for the following school year, although the student may reapply in subsequent years.

# MASTER'S AND DOCTORATES PROGRAMS

We offer a wide range of Master's and Doctorate's Degrees which have been carefully designed to maximize the appeal of their students in the job market.

Our PhD programs are a one-of-a-kind opportunity for researchers of all fields who have access to our world-class facilities, making the doctorate programs worthy of ANECA's Quality Accreditation.

**CEU's International Doctorate School (CEINDO)** brings together an array of research teams made out of PhD holders with accredited research experience.

The university upholds the highest levels of education and academic excellence, with one-on-one mentoring programs in place.

## GRADUATE AND POSTGRADUATE

**1** We are an accredited, prestigious school with over 80 years of **experience**.

**2** We have **collaboration agreements** with private and public businesses and institutions.

**3** Our rich network of **CEU Alumni** and our **Scholarships and Financial Aid Policies** are one of a kind.

## MASTER'S DEGREES

- **Journalism EL MUNDO** (Editing, Production, and New Journalistic Technologies)
- **Corporate Communications** (with TRACOR)
- **Cultural Journalism**
- **TELVA / YO DONA in Fashion and Beauty Media**
- **Radio** (in collaboration with CADENA COPE)
- **Multimedia Communications** (with TRACOR)
- **Graphic Design in Communications** (with TRACOR)
- **Teaching Middle School and High School**
- **Journalistic Reporting and Research for Television** (with TRACOR)
- **TV Production** (with TRACOR)
- **Public Relations and Event Organization**
- **Trade Marketing and E-commerce**

## PROPRIETARY MASTER'S DEGREES

- **Sports Journalism MARCA** (online)
- **Social Journalism**
- **Sports Specialized Journalism MARCA**
- **CEU-Publicis Advertising Creativity and Innovation**

## DOCTORATE'S DEGREES

### SOCIAL COMMUNICATIONS

This is a PhD program designed to meet the challenges of technological innovation in social communications.

It follows three lines of research:

- 1.** Digital Society, Communications, and Vulnerable Audiences
- 2.** Communications, Public Sphere, and General Public
- 3.** Specialized Communications, Innovation, and Technology

### HUMANITIES FOR THE CURRENT WORLD

This program is designed around three pillars: culture as a fundamental part of every community in history, culture diffusion in history, and culture as heritage.

Lines of research:

- 1.** History and Society
- 2.** Philosophy and Thinking
- 3.** Literature and Artistic Creation



# RESEARCH AND FACULTY

Good professors attract good students, and vice versa.

For this circle to work, the professor must have a double vocation: training students, and a commitment to society with contributions such as new discoveries, inventions, or creations.

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RESEARCH  
PROJECTS

7,541,149

IN FUNDING  
FOR RESEARCH

## RESEARCH

Research is both a means and an end for success at San Pablo CEU University. We are proud to have a team of **prestigious researchers** and we provide them with **world-class facilities** to ensure the best possible conditions for the development of their projects.

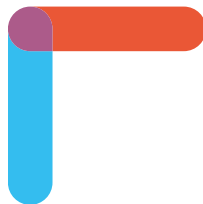
The true essence of research — that is, to discover and generate knowledge in order to improve society — is a value that Universidad CEU San Pablo strives to make its own.

## FACULTY

Our team of professors are not only renowned for their extensive research experience. Many of our faculty members have been accredited by national quality assurance agencies, and go the extra mile when it comes to supporting the student community.

**More than 550 professors have PhDs.** In addition, many of them work in businesses outside the school, enabling them to bring a practical, hands-on approach to their students.





### STUDENT ADMISSION'S OFFICE

Julián Romea, 18 - 28003 - Madrid

Phone: +34 91 514 04 04

[info.usp@ceu.es](mailto:info.usp@ceu.es)

[info.posgrado@ceu.es](mailto:info.posgrado@ceu.es)

[www.uspceu.com](http://www.uspceu.com)

 [@uspceu](https://twitter.com/uspceu)

 [universidad\\_ceu\\_sanpablo](https://www.instagram.com/universidad_ceu_sanpablo)

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