



FACULTY OF HUMANITIES AND COMMUNICATION SCIENCES

ACADEMIC OFFER 2023-2024

ENGLISH

AUDIOVISUAL COMMUNICATION

FIRST SEMESTER

CODE	COURSE	YEAR	GROUP	ECTS
14293	Production I: Fundamentals*	3	330	6
14294	Digital Composition and Visual Effects	4	430	6
14300	Production II: Multicamera	4	430	6
14303	Film and TV Criticism	4	430	6
14306	Audiovisual Creation Workshop	4	430	6

SECOND SEMESTER

CODE	COURSE	YEAR	GROUP	ECTS
14285	Cinematography*	3	330	6
14287	Video Editing*	3	330	6
14289	Screenwriting and New Narratives	3	330	6
14292	Audiovisual production	3	330	6
14299	Sound Production and Creativity	4	430	6
14301	Production III: Innovation	4	430	6
14302	Sound	3	330	6
14305	History of Audiovisual Communication	3	330	6

ANNUAL

CODE	COURSE	YEAR	GROUP	ECTS
14279	Audiovisual Narrative	2	230	9
14283	Audiovisual System	2	230	9

***Due to the lack of spots available in workshops, we cannot confirm your enrollment in this course until the beginning of the semester.**

JOURNALISM

FIRST SEMESTER

CODE	COURSE	YEAR	GROUP	ECTS
14184	Fundamentals of Art and Design *	1	130	6
14185	Fundamentals of Writing I	1	130	6
14186	Fundamentals de Photography and Aesthetics *	1	130	6
14190	Principles of Advertising	1	130	6
14193	Journalistic design *	2	230	6
14297	Contemporary Spanish Literature	2	230	6
14198	Political and Cultural Thought	2	230	6
14201	Journalistic Editing I *	2	230	6
14202	Television and Video *	2	230	6
14203	Social Doctrine of the Church	3	330	6
14204	Documentation and Research Techniques	3	330	6
14205	Ethics and Professional Deontology	3	330	6
14208	Contemporary Spanish History	3	330	6
14209	Modern Language	3	330	6
14212	Analysis and Data Visualisation	4	430	6
14213	Communication and Law	4	430	6
14214	Opinion Genres	4	430	6
14215	Innovation and management of Communication Projects	4	430	6
14216	Communication Media and Business Environment	4	430	6
14224	Sports Journalism	4	430	6
14225	Political and economical journalism	4	430	6

SECOND SEMESTER

CODE	COURSE	YEAR	GROUP	ECTS
14186	Fundamentals de Photography and Aesthetics *	1	130	6
14187	Contemporary World History	1	130	6
14189	Contemporary Literary Movements	1	130	6
14193	Journalistic Design *	1	230	6
14195	History of the Modern-Day World	2	230	6
14194	Fundamentals of Writing II	2	230	6
14196	History of Spanish Journalism	2	230	6
14199	Production in Digital Environments *	2	230	6
14200	Radio and Podcast *	2	230	6
14207	Fundamentals de Specialised Journalism	3	330	6
14210	Audiovisual Journalism	3	330	6
14211	Journalistic Editing II	3	330	6
14217	Public Opinion	4	430	6
14219	International Relationships	4	430	6
14220	Comunication and Culture	3	330	6
14222	Comunication Management	3	330	6

ANNUAL

CODE	COURSE	YEAR	GROUP	ECTS
14185	Fundamentals of Writing I	1	130	6
14187	Contemporary World History	1	130	6

14188	Lengua (Spanish)	1	130	9
14189	Contemporary Literary Movements	1	130	6
14190	Principles of Advertising	1	130	6
14191	Social Networks	1	130	6
14192	Theory of Communication and Information	1	130	9
14195	History of the Modern-Day World	2	230	6
14278	Contemporary Spanish Literature	2	230	6

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DIGITAL COMMUNICATION

FIRST SEMESTER

CODE	COURSE	YEAR	GROUP	ECTS
14593	Fundamentals of Writing I	1	130	6
14594	Fundamentals of Photography and Aesthetics*	1	130	6
14595	Contemporary World History	1	130	6
14602	Web Environment I: Programming and Development	2	230	6
14603	Fundamentals of Writing II	2	230	6
14605	Contemporary Spanish Literature	2	230	6
14608	Production in Digital Environments*	2	230	6
14609	Radio and Podcast*	2	230	6
14612	Social Doctrine of the Catholic Church	3	330	6
14614	Ethics and Professional Deontology	3	330	6
14615	User Experience – UX*	3	330	6
14617	Spanish Contemporary History	3	330	6
14618	Modern Language	3	330	6
14621	E-commerce	4	430	6
14622	Communication and Law	4	430	6
14624	Innovation y Management of Communication Projects	4	430	6
14627	Interactive Advertising	4	430	6
14631	Ecosystems in the Digital Industry	4	430	6
14632	Augmented Reality and Virtual Reality	4	430	6

SECOND SEMESTER

CODE	COURSE	YEAR	GROUP	ECTS
14592	Fundamentals of Art and Design *	1	130	6
14597	Principles of Advertising	1	130	6
14599	Digital Society	1	130	6
14601	Graphic Communication and Digital Narrative	2	230	6
14604	History of the Modern-Day World	2	230	6
14606	Marketing and Digital Communication	2	230	6
14607	Political and Cultural Thinking	2	230	6
14610	Television and Video	2	230	6
14611	Online Strategic Communication	3	330	6
14613	Web Environment II: Edition and Administration of Contents	3	330	6
14616	Communities and Social Media Management	3	330	6
14619	Brand and Online Reputation	3	330	6
14620	Web Analytics and Data Organisation	4	430	6
14623	Web Environment III: Integration of Digital Content	4	430	6
14625	Public Opinion	4	430	6
14629	Digital Advertising Planning	3	330	6
14630	Transmediality y Gamification	3	330	6

ANNUAL

CODE	COURSE	YEAR	GROUP	ETCS
14593	Fundamentals of Writing I	1	130	6
14595	Contemporary World History	1	130	6
14596	Spanish Language	1	130	9
14597	Principles of Advertising	1	130	6
14598	Social Networks	1	130	6
14599	Digital Society	1	130	6
14600	Theory of Communication and Information	1	130	9
14604	History of the Modern-Day World	2	230	6
14605	Contemporary Spanish Literature	2	230	6

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ADVERTISING AND PUBLIC RELATIONS

FIRST SEMESTER

CODE	COURSE	YEAR	GROUP	ETCS
14436	Fundamentals of Photography and Aesthetics*	1	130	6
14437	Contemporary World History	1	130	6
14439	Contemporary Literary Movements	1	130	6
14443	Comunication and Marketing	2	230	6
14444	Fundamentals of Writing II	2	230	6
14445	History of the Modern-Day World	2	230	6
14447	Creative Thought	2	230	6
14449	Production in Digital Environments*	2	230	6
14450	Radio and Podcast*	2	230	6
14453	Advertising Creativity	3	330	6
14462	Behaviour and Consumer Experience	4	430	6
14464	Brand Management	4	430	6
14468	Strategic Planning	4	430	6
14473	Campaign Planning and Execution	4	430	6
14474	Corporate Reputation and CSR (Corporate Social Responsibility)	4	410	6

SECOND SEMESTER

CODE	COURSE	YEAR	GROUP	ETCS
14434	Fundamentals of Art and Design*	1	130	6
14435	Fundamentals of Writing I	1	130	6
14440	Principles of Advertising	1	130	6
14446	Contemporary Spanish Literature	2	230	6
14448	Political and Cultural Thought	2	230	6
14451	Television and Video*	2	230	6
14452	Theory and Techniques in PR	2	230	6
14454	Communication Management	3	330	6
14456	Structure of the Advertising and Public Relationships Sectors	3	330	6
14460	Language of Advertising and Public Relationships	3	310	6
14461	Social Research: Methods and Techniques	3	330	6
14467	Media Planning	4	430	6
14471	BTL Adverting Strategies (Below the line)	3	330	6
14472	Event Organization and Protocol	4	430	6

ANNUAL

CODE	COURSE	YEAR	GROUP	ETCS
14435	Fundamentals of Writing I	1	130	6
14437	Contemporary World History	1	130	6
14438	Language	1	130	9

14449	Contemporary Literary Movements	1	130	6
14440	Principles of Advertising	1	130	6
14441	Social Media	1	130	6
14442	Theory of Communication and Information	1	130	9
14445	History of the Modern-Day World	2	230	6
14446	Contemporary Spanish Literature	2	230	6

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EARLY CHILDHOOD EDUCATION

FIRST SEMESTER

CODE	COURSE	YEAR	GROUP	ETCS
19025	CLIL (Content and Language Integrated Learning) y recursos y materiales en el Aula de Lengua Extranjera	3	310	6
19026	Lengua Extranjera y su Didáctica I	3	310	6

PRIMARY EDUCATION

FIRST SEMESTER

CODE	COURSE	YEAR	GROUP	ETCS
19069	CLIL (<i>Content and Language Integrated Learning</i>) y recursos y materiales en el Aula de Lengua extranjera	3	310	6
19070	Lengua extranjera y su didáctica I	3	310	6