

ACADEMIC YEAR 2022-2023

Bachelor's Degree in Advertising and Public Relations

School of Humanities and
Communication Sciences



Academic Offer

Advertising and Public Relations

Bachelor's Degree:

ADVERTISING AND PUBLIC RELATIONS

✓ Spanish

✓ English

English: All credit units are taught in English.



Study Plan

BACHELOR'S DEGREE

Advertising and Public Relations

LANGUAGE OPTIONS:

✓ Spanish ✓ English

English: All credit units are taught in English.

Objectives:

Graduates of this degree will have become strategic thinkers and learned to work in multidisciplinary and multicultural settings to see communications’ projects through, from their initial conception and planning to their execution. Students will learn to use digital tools and a wide range of techniques to bring about the creativity, innovation, analysis, and design strategy supporting all successful brands and organizations.

In addition to all the seminars and workshops of every class, students will supplement their training at the HUB, a meeting point for students of all degrees offered at the School. There they will get hands-on experience by working on multimedia news, entertainment, and advertising projects.

International Bilingual Program:

In collaboration with UCLA Extension and Boston University, this Bachelor’s Degree offers students the chance to study two International Bilingual Programs. They both include specialized classes in Madrid and a study abroad program at either university.

Double Bachelor’s Degrees:

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

- Journalism
- Audiovisual Communication
- Digital Communication
- Humanities
- Law
- Marketing

Career Prospects:

- Creativity: art director, copywriter, writer, illustrator, graphic, web, and multimedia designer.
- Strategy: corporate relations and brand manager, customer service manager, account manager, strategic planning manager, content manager, branding and reputation advisor, protocol, public relations’ and event manager.
- Digital companies: expert in RTB, SEO, SEM, UX, inbound marketing, mobile, e-commerce manager, digital marketing manager, digital project manager, social media manager.
- Media: producer, graphic and audiovisual projects developer and manager (radio, podcast, TV, video, online) Advertising producer.
- Business: marketing director, product manager, brand manager, market analyst, sales manager and other positions in consumer or trade marketing.

Study Plan:

FIRST YEAR	SECOND YEAR	THIRD YEAR
Principles of Advertising6	Creative Thought6	Advertising Creativity6
Fundamentals of Art and Design6	Theory and Techniques in Public Relations6	Advertising and Public Relations Language6
Theory of Communication and Information9	Fundamentals of Writing II6	Structure of the Advertising and Public Relations Sectors6
Language9	Production in Digital Environments6	Social Doctrine of the Catholic Church6
Fundamentals of Writing I6	Contemporary Spanish Literature6	Social Research: Methods and Techniques6
Social Networks6	Radio and Podcast6	Communication Management6
Contemporary Literary Movements6	Television and Video6	Contemporary Spanish History6
Fundamentals of Photography and Aesthetics6	History of the Modern-Day World6	Ethics and Professional Deontology6
Contemporary World History6	Communication and Marketing6	Modern Language6
	Political and Cultural Thought6	Elective A6
TOTAL ECTS60	TOTAL ECTS60	TOTAL ECTS60

FOURTH YEAR	*Electives:ETCS
Brand Management6	Organization of Events and Protocol6
Media Planning6	BTL Advertising Strategies (Below the Line)6
Behavior and Consumer Experience6	Corporate Reputation and CSR (Corporate Social Responsibility)6
Strategic Planning6	Campaign Planning and Execution6
Communication and Law6	
Innovation and Project Management in Communication6	
Public Opinion6	
Elective B6	
Final Degree Project6	
External Work Experience6	
TOTAL ECTS60	

ECTS: European Credit Transfer and Accumulation System.



Student Admissions Office

Julián Romea, 18 - 28003 - Madrid | Ph.: +34 91 514 04 04
info.usp@ceu.es | info.posgrado@ceu.es

www.uspceu.com

 @uspceu  universidad_ceu_sanpablo  @uspceu  Universidad CEU San Pablo

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