



# FACULTY OF HUMANITIES AND COMMUNICATION SCIENCES

## ADVERTISING & PUBLIC RELATIONS – COURSES OFFERED IN ENGLISH

### COURSE DESCRIPTIONS

#### 1<sup>st</sup> YEAR SUBJECTS.

##### **ANTHROPOLOGY (6 ECTS) – *Not compatible with* THOUGHT AND TECHNOLOGY**

The intention of this course is to be a metaphysical reflection on the human being, whose dignity relies ultimately on our transcendental origin and destiny. After the preliminary and methodological description of Anthropology, we adopt a realist standpoint in order to analyze the main human powers, the unity and limits (origin, suffering and death) of our being. We also have to reflect on the meaning of being a person, on our dignity, and on the necessity and possibility of performing a social and religious life. Finally, our metaphysical standpoint is well complemented by some theological reflections on human fullness revealed by the Christian faith and life.

##### **BASICS OF ART AND DESIGN (6 ECTS)**

Contemporary Graphic Design is complex and ever changing in form. It synthesizes and transmits information to the public while, at the same time, reflecting cultural aspirations and moral values in society. Designers are responsible for using their images in ways that benefit society. This course studies the philosophical and rational bases of aesthetics and artistic creation, as well as ontological implications in order to apply this knowledge to graphic design. The main objective of the subject is to give the student basic concepts in order to develop the best skills of the graphic designer within the area of communication, not only as someone who carries out but also translates and interprets creative projects. The use of new technologies applied to Graphic Design will also be important. Knowledge of the adequate use of color, image and typography will be studied in depth.

##### **BASICS OF PHOTOGRAPHY AND AESTHETICS (6 ECTS)**

The main objective of this course is to give the student the ability to understand and acquire the fundamental basis of aesthetics for its later application to the photographic process: being able to communicate through the creation of images. During the course the student will learn the moral and philosophical implications of aesthetics and their influence over the observer, as well as the evolution of photography throughout history.

The student will learn how to produce quality images with both digital and analogical SLR cameras, understanding how the photographic process works, and using the new Information Technologies applied to digital treatment of photography and its implications for the photograph's final effect on the public.

### **GREAT BOOKS (6 ECTS)**

This course will be used to give the students a general knowledge of some classic books according to their importance in the evolution of Western Culture. The texts are studied, not only for their literary or textual value, but also for their interest as an ideological and anthropological work. The ideas and main themes developed in the texts created important streams of knowledge throughout the centuries and they still explain the reason for the human being's existence.

### **HISTORY AND SOCIETY (6 ECTS)**

History and Society is a mandatory course for all CEU San Pablo degrees. It aims at making students conscious about the world they live in, its historical roots and the contributions of Western civilization to the history of mankind. It deals with the development of our chronological history, from the invention of writing in Mesopotamia to our present time. A most important objective is also to encourage students to reflect on what we owe to our ancestors and to understand the importance of our place in society and history. The methodology includes readings, discussions and class activities.

### **POLITICAL AND CULTURAL THOUGHT (6 ECTS)**

A survey course of political and cultural theory, from the Greeks to the present. Students develop their critical thinking by debating and studying the most important social, political and cultural theories of all times, as well as the origin of contemporary political organizations and ideas. Readings include Plato, Aristotle, Machiavelli, Hobbes, Locke, Rousseau, Tocqueville, Marx and Nietzsche, as well as present-day political writers. Films, works of literature, art and other media are used in class.

### **THEORY OF COMMUNICATION AND INFORMATION (9 ECTS)**

The subject matter covered by the module includes: Communication theories, models and research perspectives; Communication and responsibility: self-regulation, public function of news, truth and objectivity; Communication, persuasion and manipulation; Communication and governance: freedom of expression, control and media democracy; and finally, a short review of Communication industries. It aims to understand Communication as a field of analysis and academic reflection through the study of relevant theories and concepts. This subject provides a critical analysis of the place of communication in contemporary society. It provides fundamental knowledge about communicative and persuasive actions. Also, it analyses communicational content from diverse theoretical perspectives.

### **WRITING FOR THE MEDIA I (6 ECTS)**

This course is an introduction to the rules, styles and common mistakes that exist in the Media in English. Students will learn how to prepare a presentation, write for a newspaper, website, television and radio show. They will also see the differences between writing for Journalism, PR and Advertising, and even how to write for sports and politics. Interaction is an important part of this class, as students will normally present their work in front of their classmates in order to improve their ability to communicate, their self-confidence and use of written and spoken English.

## **2<sup>nd</sup> YEAR SUBJECTS**

### **BASICS OF ADVERTISING (6 ECTS)**

The module, 'The Basics of Advertising', gives students a glimpse of various advertising campaigns and helps them to make the first step towards working for a professional organisation. In addition to allowing students to move closer to a more rounded understanding of Advertising and Public Relations, the module also helps students to gain an up-to-date knowledge of the basic structure of the advertising market and the relationship between the major agents (advertisers, agencies, media and consumers) as well as the general process of planning an advertising campaign. To summarize, this module aims to provide the necessary bases to facilitate understanding and learning of the other specialised disciplines which are part of the study plan for the degree in Advertising and Public Relations.

### **COMMUNICATION AND MARKETING (6 ECTS)**

Communication and Marketing analyzes the main aspects of marketing and communication planning, targeting, and positioning of industrial and business products and services. This program will help students understand the different value propositions needed to communicate to different target audiences.

The program follows the 4P model (known as marketing mix)

- Product: brands, design, packaging, quality, etc.
- Price: price strategy, discount policy, price discrimination, etc.
- Place: distribution channel, market coverage, logistics, etc.
- Promotion: advertising, PR, direct marketing, etc.

It also gives an overview of the extended 7Ps model that includes: People, Process and Physical Evidence.

### **CONTEMPORARY WORLD HISTORY (6 ECTS)**

This course will cover the period from the French Revolution to the Cold War, and is divided in three blocks:

Block I: From the French Revolution and its consequences to end of World War I.

Block II: The Russian revolution, the Interwar Period and World War II.

Block III: From the Cold War to the emergence of the new Asian countries.

The main objectives of the course are to:

- Acquire the ability to understand historical texts and documents.
- Develop critical thought.
- Acquire the foundations of Arts and Humanities related to History.

### **CONTEMPORARY WORLD LITERATURE (6 ECTS)**

This subject is aimed at providing students with the required tools for the analysis of the major literary works and genres in World Contemporary Literature. It is also concerned with enhancing students' process of analysis by means of studying literary texts as well as enriching the students' knowledge of social, ideological, religious and political changes as they have been reflected in literature. By means of explanations in class, text analysis and readings of the original works as well as literary criticism in English, students are required to learn about the major trends in literature in the 19<sup>th</sup> and 20<sup>th</sup> centuries. The explanations will be focused on European and North American literature.

### **CORPORATE COMMUNICATION (6 ECTS)**

In this course the student will approach Corporate Communication, for the first time, from a professional point of view. The aim of the subject is to teach the student the basics of the discipline, as well as some of its history. The following units are covered: 1: Corporate Communication and Public Relations; 2: The Process of Communication and Public Relations; 3: Management of Intangibles; 4: Relations with the Environment of the Organization; 5: Relations with the Employees: Internal Communication; 6: Crisis Communication; 7: Communication and On-line Public Relations; 8: Commitment in the Company: Sponsorship and Corporate Social Responsibility.

### **CREATIVE THINKING (6 ECTS)**

Through this module, the student will learn different techniques and methodologies to promote and inspire creativity and innovation. The program will cover the study of the so-called four "Ps" in Creative Studies (Person, Product, Press and Process).

After defining and analyzing which features, attitudes and characteristics of personality are to be found in 'creative' people (artist, writers, filmmakers, scientists...), the student will identify conditions of the environment that, again, facilitate the development of original thinking. A series of models of divergent and systematic thinking and creation will be applied in order to solve different cases and practical exercises. The module ends with a team project to design and launch a creative product.

### **RADIO (6 ECTS)**

The main objectives of this subject are to acquire the capacity to analyze the structure, audience, content and styles of radio, as well as to be able to produce radio content. The students will be required to devise, write and produce magazine programmes, factual packages, news bulletins, live music features and material suitable for cross platform consumption.

The student will learn to:

1. Develop critical skills on Radio contents through the understanding of the radio-phonetic language, as well as the different procedures of production and creation.
2. Understand the context of communication in the information society.
3. Develop a correct and efficient use of sound codes and language.

### **SOCIAL DOCTRINE OF THE CATHOLIC CHURCH (6 ECTS)**

The main objective of this subject is to teach the students the basis of the Catholic Doctrine and its influence on society. This module is divided in two parts: Introduction to the Social Doctrine of the Catholic Church and the main treaties of the Social Doctrine of the Catholic Church.

The units will emphasize principles and topics such as: Solidarity, Common Welfare, Social Justice, Natural Law, the rational Knowledge of God, Marriage and Family, Politics and Economy and Social Media.

### **TELEVISION (6 ECTS)**

This course is designed to introduce students to TV news and communication in order to provide them with skills to work in Media. Emphasis is on writing and reporting, but also on learning the internal work procedures of Television. It also fulfils the need to know how the audiovisual media have developed, their history and how Television stations currently work. The course is an initial exploration to provide the students with a general feel for Television.

## **WRITING FOR THE MEDIA II (6 ECTS)**

The students will be able to adapt the different kind of messages they produce to every specific type of Communication. This course will focus on opinion and argumentative journalistic and communication genres.

The main objective of the course is to learn and use the different discourse strategies in Communication regarding opinion and argumentation or reasoning. These strategies will address practical issues in Journalism, Audiovisual Communication, Advertising and PR and Digital Communication.

## **3<sup>rd</sup> YEAR SUBJECTS**

### **ADVERTISING PRODUCTION (6 ECTS)**

This course will address topics such as:

- The production of concepts from the point of view of the structure of communication in businesses and their relation with the Media
- Production within public advertising: from planning to production in advertising
- Production in advertising

All this knowledge will help the student to create effective campaigns for different advertisers and clients by understanding how advertising works.

### **ART DIRECTION (6 ECTS)**

In this course the advertising student will improve the practical and theoretical knowledge of creativity when analyzing different professional profiles in the advertising sector. Who is the copywriter, creative director, planner? All these concepts will be addressed. The students will learn to use creativity in a strategic way and study new kinds of advertising, like new formats or vector illustration.

The main objectives of the course are:

- To acquire knowledge of visual language and develop the skills needed in order to analyze visual culture.
- To acquire the technical knowledge needed to produce ads in order to be able to create concepts and campaigns.
- To acquire theoretical and technical knowledge of creativity which allows students to think creatively

### **CONTEMPORARY HISTORY OF SPAIN (6 ECTS)**

This course will cover the period in Spanish History from the fall of the Old Regime and the implementation of liberalism in Spain, including the reign of Ferdinand VII and the 1st Republic, to the Second Republic and the Spanish Civil War, covering topics such as the causes of the War and its consequences. The last part of the course will address the period of Franco's dictatorship, the Democratic transition of Spain and the restoration of Monarchy.

### **CORPORATE AND INSTITUTIONAL COMMUNICATION (6 ECTS)**

This course serves as an introduction to the most typical writing styles and rules in Business Communication, from the points of view of a Company and a Press Agency. Students will learn how to prepare a press release, write and design their own internal magazine, write newsletters, work on their company's corporate image and control a crisis situation, amongst other subjects. Interaction is an important part of this class, as students will normally present their work in front of their classmates in order to improve their ability to communicate, their self-confidence and use of written and spoken English.

### **ENGLISH (6 ECTS)**

The basic objective of this professional English course is to prepare the communication students for their work environment. Terminology related to the media will be covered and, at the same time, students will learn how to write for a professional environment, how to speak effectively in public, presenting and defending ideas and projects in front of a critical audience and finally, how to write resumes /CV's, letters of application, email communications, etc.

### **ETHICS AND DEONTOLOGY (6 ECTS)**

This subject approaches Ethics in all communication disciplines (Journalism, Audiovisual Communication, Advertising and PR) from various perspectives. The main objective of the course is to explain and to learn how the communication professional must behave. Most of the emphasis will be on the truthfulness, veracity and good practice of the communication professional. In this globalized world, where media are continuously giving information, it is very important to pay special attention to issues such as: freedom of speech and its limits, honesty and responsible communication.

### **LAW (6 ECTS)**

This subject prepares students to know and understand the basics of Law. Communication students need to acquire the knowledge which combines legal regulation and communication, in particular the rules of constitutional character which allow people to exercise their legal rights.

One of the main aims of this module is to create habits that help students to deal with all matters of a legal nature that may arise in their professional future, as well as give them the ability to rationalize the constitutional protection that legitimates freedom of information.

### **MARKET RESEARCH (6 ECTS)**

One of the most important skills for a professional communicator, and most importantly for an Advertising student, is to understand and apply the methods of research and analysis of the different markets. Students need to know about advertising and communication and understand changes in these sectors. The course will analyze and study:

- The Markets
- Consumer and Company Behavior
- The Demand
- Commercial Research
- Market Segmentation

### **STRUCTURE OF THE COMMUNICATIONS AND ADVERTISING SECTOR (6 ECTS)**

In this course, the student will learn about the reality of the Advertising and Communication sector in Spain, but also in the rest of the World. The starting point will be the basic structure of the sector in our country, an analysis of agencies, companies and advertising contests. The course will also address topics such as:

- What is an agency?
- What kinds of agencies are there?
- What is the advertiser? How does it work?
- Definition of a briefing
- Parts of the communication department and functions
- Communication trends
- The future of communication

### **TECHNOLOGY AND THE NEW MEDIA (6 ECTS)**

The main objective of this subject is to teach the students Information Technologies, applied to the different communication platforms and contents so they can understand and manage all the challenges that digitization is creating in the structures of Journalism, Advertising and Audiovisual Communication.

With this subject, the students will acquire the knowledge and competences needed in order to process, create and transmit information through the new media.

## **4<sup>th</sup> YEAR SUBJECTS**

### **APPLIED LEGISLATION (6 ECTS)**

This is a basic course for any student interested in communication in general. Every communication professional has to know and understand his rights and obligations and know the limits of his work. The subject will be focused on the laws in Spain regulating communications (Media, Journalism, Advertising) and studying the main rights concerning information and the responsibilities of communication.

### **BRAND MANAGEMENT (6 ECTS)**

Brand Management is a course which aims to teach the student the basics of Brands and their environment. The student will learn the concepts of brand, strategic management, brand identity, sponsor or Corporate Social Responsibility (CSR).

The module will address issues in the advertising industry and some of the main objectives are to help the advertising student make decisions and take important steps regarding the creation of a brand or product.

### **COMMUNICATION AND CULTURE (6 ECTS)**

The course will teach the student about the cultural industry from a unique point of view. In this course the student will learn to analyze contemporary communication trends and develop their capacity to adapt communication techniques to cultural industries.

At the end of the semester the student will be able to know and understand cultural industries and apply that knowledge in Communication and Advertising to different professional sectors.

### **INTEGRATED COMMUNICATION (6 ECTS)**

The main emphasis of this course will be on addressing the situations where strategic communication takes place. Some of the main advertising aspects to be analyzed will be the role that communication plays inside the company, but also the importance of event management and actions outside the company.

Topics like product placement, guerrilla marketing, viral marketing and direct marketing will be addressed.

### **MEDIA PLANNING (6 ECTS)**

What's the best time to air a commercial on TV? Who is my target group? How much does it cost to place an ad in a newspaper? How can I make my campaign effective?

Media planning is a course that helps to understand and learn how to work with media and how to use media for its own benefit (the company's benefit).

The student will learn how to work with Gross Rating Points (GRP) to measure the size of an audience reached by a specific media or to schedule and use the Reach factor to make different campaigns more profitable.

### **POLITICAL COMMUNICATION (6 ECTS)**

From the point of view of communication and its use, the student will learn how to assess the need for communication and information from a democratic perspective. The course will prepare the student to face the challenges and to identify opportunities that specialization plays in political information. In the course, the student will learn how to prepare effective and useful interviews and polls, and how to interpret the results obtained in order to apply them to political analysis.

The main objectives of the course are to learn the main strategies in Political Communication, its genres and problems and handle correctly the specialized journalistic source on Political Communication.

### **PUBLIC OPINION (6 ECTS)**

The course will value the need for adequate and important communication in order to create Public Opinion following the values of Democracy. The student will learn how to handle correctly the main concepts and elements in Public Opinion and their historical evolution. They will also learn the importance and repercussions that different media have in Public Opinion through critical analysis. The students will be able to research and learn about public opinion and, more importantly, understand it, in order to apply it for communicative purposes.

### **STRATEGIC COMMUNICATION (6 ECTS)**

The aim of this course is to study and understand strategy as one of the most important values in communication and advertising. The module is divided into three main sections:

- The consumer and their role defining the Communication and Marketing strategy
- Strategic thought
- Strategic management of Communications and Public Relations