



# **FACULTY OF HUMANITIES AND COMMUNICATION SCIENCES**

## **DIGITAL COMMUNICATION – COURSES OFFERED IN ENGLISH**

### **COURSE DESCRIPTIONS**

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

##### **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.

##### **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.

### **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.

### **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.

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

In this course the student will be taught to think in a critical way on topics like:

- What is the meaning of "Techniques"?
- The relationship between techniques and knowledge
- Techniques and the nature of man.
- Man and machine: Ethical issues of technology.
- Techniques and the abolition of human nature.
- Information and communication technologies.

### **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.

### **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.

### **INFORMATION ARCHITECTURE AND ANALYSIS (6 ECTS)**

Information Architecture is about organizing and optimizing the flow of information, helping people find, retrieve and share data/information effectively and make right decisions accordingly. In fast-changing social, organizational and technological environments, Information Architects know how to design and integrate information spaces, using traditional systematic structures such as ontologies, classification schemes, controlled vocabularies and thesauri, as well as developing new technologies and methods akin to the digital realm and the internet.

## **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.

## **TECHNOLOGIES FOR WEB-DESIGN AND PROGRAMMING I (6 ECTS)**

In this course students will learn the principles of developing a simple web application using the most common tools and techniques. The first sessions will try to determine the main features and inherent problems that may arise when developing a web application. Later sessions will focus on programming the server side and the client side. The final sessions will introduce the use of a web framework to simplify the programming of the client side and create interactive pages.

By the end of this course students will have completed 4 homework assignments, all of which involve a substantial and increasing amount of web programming. In addition to the homework, there will be a midterm exam and a final exam at the end of the term.

## **VISUAL COMMUNICATION AND THE NEW MEDIA (6 ECTS)**

This subject will focus on the skills that communicators need in order to improve in today's society, when the media industry is undergoing a rapid reconversion after the clash of internet: visual culture to create new digital publications. Focusing on e-books and interactive tablet magazines, the student will learn how the use of typography, information structure, color and interaction can have a core importance within editorial products. In this new world of communications, visual perception of information makes shape, usability and interaction as important as content itself.

Software used: Photoshop, Ebook Author, InDesign.

## **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**

### **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.

### **CONTENT MANAGEMENT AND STORAGE IN INTERNET (6 ECTS)**

In this course you will learn the principles of designing and managing a simple database using the most modern and innovative tools and techniques. The first sessions will try to determine the key features of different storage systems and state how they are operated by several well-known Internet companies. Later sessions will focus on learning the query language to extract information from a relational database management system. The final sessions will introduce the use of a database by means of a web framework to seamlessly create interactive but powerful applications.

By the end of this course students will have completed 5 homework assignments, all of which involve a substantial and increasing amount of database queries execution to experiment the power of modern internet-based storage systems. In addition to the homework, there will be a midterm exam and a final exam at the end of the term.

### **CREATION AND MANAGEMENT OF SOCIAL NETWORKS (9 ECTS)**

This subject provides students with a broad understanding of both, theoretical and technical processes that influence the use of Social Media. Students will learn how to develop a communication strategy based on the channel of social media through creating and implementing a Social Media Marketing Plan and a Content Media Plan. In addition, the workshops will help them to use different platforms and tools in order to create, publish, monitor, analyze and optimize content in social media. The most important content and skills students will acquire are related to: content marketing, influence marketing, social media marketing, web analytics, social media analytics, online reputation management, customer relationship management, SEO, SEM and SMO, s-commerce and advertising in social media platforms.

### **DIGITAL INTEGRATION OF CONTENTS (6 ECTS)**

Using the skills of communicators in new media as a starting point, this subject will study in depth all the current trends of design for editorial products online. The student will research topics and techniques such as adaptative or responsive design, new narratives, readability, usability and interaction. At the same time, they will deal with issues such as content visualization, audiovisual content treatment, layouts for different screen sizes and publishing formats.

-Software used: Photoshop, InDesign.

### **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.

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

This subject prepares students to know and understand the basics of On-Line Strategic Communication. Communication students need to acquire the knowledge which combines Psychology, Strategy & Mass Media. One of the main aims of this module is to create habits that help students to deal with all matters of designing, planning and implementing communication campaigns on line with a strategic view.

### **TECHNOLOGIES FOR WEB DESIGN AND PROGRAMMING II (9 ECTS)**

In this course you will learn advanced technologies used for developing web applications. We'll use Ruby and Rails as the language and framework to build the web applications and develop the course programme mainly in the second part of the course. The first sessions will try to determine the main features of software development in the context of the web and how to plan a website or application. Later sessions will focus on programming the server side and the client side using a collaborative framework. The final sessions will introduce the use of a JavaScript library to simplify handling documents in the client side and create interactive pages.

By the end of this course students will have completed 4 homework assignments, all of which involve a substantial and increasing amount of web programming. In addition to the homework, there will be a midterm exam and a final exam at the end of each term.

## **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: ONLINE IMAGE AND REPUTATION (6 ECTS)**

The main objective of this course is to provide the student with a practical and methodological approach on how to create and manage a brand in the digital and the social media environments. The students will learn how to manage different kind of brands (commercial brands, corporate brands, NGO brands), how to build the brand positioning and how to evaluate the digital reputation of a brand. The course will bring students theoretical and practical insights on how to build a brand from scratch, how to analyze brands from strategic points of view and how to create branding digital campaigns.

### **DEVELOPMENT OF MULTIMEDIA PROJECTS (9 ECTS)**

The aim of this subject is to offer to Digital Communication students the tools they would need to build a startup. The subject focuses on the different stages an entrepreneur should go through: problem seeking, idea generation, hypothesis validation, product validation, business model validation and startup pitch for investors.

### **E-COMMERCE (6 ECTS)**

The main objective of this course is to give the student the ability to understand and acquire the fundamental basis on which e-Commerce sites are created and run, under which strategic requirements and how to develop the correct actions to increase sales. During the course, the student will learn to analyze the different agents participating in the digital environment, how to develop the digital marketing plan and which tools to use. Also, students will learn about digital business models, and which could be the best to use to match our objectives, how to analyze the sales and traffic results, KPIs and security and legal aspects.

### **ONLINE MARKETING AND ADVERTISING (9 ECTS)**

This provides students with a broad understanding of the concepts related to marketing and advertising in the digital field. The course starts with 3 topics in which students will have an approach to the marketing concept as well as its processes. This will lead to a perfect knowledge of how to develop strategies related to the conception of the marketing mix: product, price, placement and promotion. After that, the rest of the topics will show them in a practical way how to plan and implement communication strategies in different digital disciplines such as: SEO, SEM, email marketing, content marketing, mobile marketing, viral marketing, video marketing, gamification, customer relationship management, online advertising, retargeting, real time bidding, affiliation marketing, web analytics and big data. Students will create and carry out an Online Marketing and Advertising Plan based on a real product as their final project.



**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.