



# **ACADEMIC OFFER FOR INCOMING STUDENTS 2024- 2025**

## **SCHOOL OF HUMANITIES AND COMMUNICATION SCIENCES**



# FACULTY OF HUMANITIES AND COMMUNICATION SCIENCES

**ACADEMIC OFFER 2024-2025**

**ENGLISH**

**Please note:** Information was correct at time of issue. However, information is subject to change as we review the curriculum on a regular basis. Reasonable efforts will be made to assist students should they be affected by any changes.

Exchange students can choose modules of any Year and Degree. This may result in schedule clashes between some of them. In that case, the Faculty's International office may help them find the best alternative modules.

## **AUDIOVISUAL COMMUNICATION**

### **FIRST SEMESTER**

<b>CODE</b>	<b>COURSE</b>	<b>YEAR</b>	<b>GROUP</b>	<b>ECTS</b>
14293	<a href="#">Production I: Fundamentals*</a>	3	330	6
14294	<a href="#">Digital Composition and Visual Effects</a>	4	430	6
14300	<a href="#">Production II: Multicamera</a>	4	430	6
14303	<a href="#">Film and TV Criticism</a>	4	430	6
14306	<a href="#">Audiovisual Creation Workshop</a>	4	430	6

### **SECOND SEMESTER**

<b>CODE</b>	<b>COURSE</b>	<b>YEAR</b>	<b>GROUP</b>	<b>ECTS</b>
14285	<a href="#">Cinematography*</a>	3	330	6
14287	<a href="#">Video Editing*</a>	3	330	6
14299	<a href="#">Sound Production and Creativity</a>	4	430	6
14301	<a href="#">Production III: Innovation</a>	4	430	6
14302	<a href="#">Sound</a>	3	330	6
14305	<a href="#">History of Audiovisual Communication</a>	3	330	6

### **ANNUAL**

<b>CODE</b>	<b>COURSE</b>	<b>YEAR</b>	<b>GROUP</b>	<b>ECTS</b>
14279	<a href="#">Audiovisual Narrative</a>	2	230	9
14283	<a href="#">Audiovisual System</a>	2	230	9

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

# JOURNALISM

## FIRST SEMESTER

CODE	COURSE	YEAR	GROUP	ECTS
14184	<a href="#">Fundamentals of Art and Design*</a>	1	130	6
14185	<a href="#">Fundamentals of Writing I</a>	1	130	6
14186	<a href="#">Fundamentals de Photography and Aesthetics*</a>	1	130	6
14190	<a href="#">Principles of Advertising</a>	1	130	6
14193	<a href="#">Journalistic design*</a>	2	230	6
14198	<a href="#">Political and Cultural Thought</a>	2	230	6
14201	<a href="#">Journalistic Editing I*</a>	2	230	6
14202	<a href="#">Television and Video*</a>	2	230	6
14203	<a href="#">Social Doctrine of the Church</a>	3	330	6
14204	<a href="#">Documentation and Research Techniques</a>	3	330	6
14205	<a href="#">Ethics and Professional Deontology</a>	3	330	6
14208	<a href="#">Contemporary Spanish History</a>	3	330	6
14209	<a href="#">Modern Language</a>	3	330	6
14212	<a href="#">Analysis and Data Visualisation</a>	4	430	6
14213	<a href="#">Communication and Law</a>	4	430	6
14214	<a href="#">Opinion Genres</a>	4	430	6
14215	<a href="#">Innovation and management of Communication Projects</a>	4	430	6
14216	<a href="#">Communication Media and Business Environment</a>	4	430	6
14224	<a href="#">Sports Journalism</a>	4	430	6
14225	<a href="#">Political and economical journalism</a>	4	430	6
14278	<a href="#">Contemporary Spanish Literature</a>	2	230	6

## SECOND SEMESTER

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

## ANNUAL

CODE	COURSE	YEAR	GROUP	ECTS
14188	<a href="#">Lengua (Spanish)</a>	1	130	9

14191	<a href="#">Social Networks</a>	1	130	6
14192	<a href="#">Theory of Communication and Information</a>	1	130	9

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## **DIGITAL COMMUNICATION**

### **FIRST SEMESTER**

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

### **SECOND SEMESTER**

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

14630	<a href="#">Transmediality y Gamification</a>	3	330	6
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### ANNUAL

CODE	COURSE	YEAR	GROUP	ETCS
14596	<a href="#">Spanish Language</a>	1	130	9
14598	<a href="#">Social Networks</a>	1	130	6
14600	<a href="#">Theory of Communication and Information</a>	1	130	9

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## ADVERTISING AND PUBLIC RELATIONS

### FIRST SEMESTER

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

### SECOND SEMESTER

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

14466	<a href="#">Public Opinion</a>	4	430	6
14472	<a href="#">Event Organization and Protocol</a>	3	430	6

#### ANNUAL

CODE	COURSE	YEAR	GROUP	ETCS
14438	<a href="#">Language</a>	1	130	9
14441	<a href="#">Social Media</a>	1	130	6
14442	<a href="#">Theory of Communication and Information</a>	1	130	9

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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
19023	Cultura y Literatura Anglosajona	4	410	6
19027	Lengua Extranjera y su Didáctica	4	410	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