

(\*) Indicates that there are additional or special requirements, consult the end of the document



Santa Cruz de Marcenado, 27  
28015 Madrid - España.

## Advertising and Public Relations

Integrated Programme in Communication Sciences  
International offering 2024-2025

### FIRST SEMESTER (September to January only)

ECTS	Acad. Year	Course Name	Language
6	1	<a href="#">Advertising Structures</a>	Spanish
6	1	<a href="#">Aesthetics and visual culture</a>	Spanish
6	1	<a href="#">The Firm Analysis *</a>	Spanish / English
6	1	<a href="#">Professional Competencies Development I</a>	Spanish / English
6	2	<a href="#">Consumer Behaviour</a>	Spanish
6	2	<a href="#">Basic Economics *</a>	Spanish / English
6	3	<a href="#">Advertising Creativity *</a>	Spanish C1
6	4	<a href="#">Mobile Marketing</a>	Spanish
6	4	<a href="#">Art direction *</a>	Spanish
6	4	<a href="#">Transmedia Narrative</a>	Spanish

### SECOND SEMESTER (January to May / June only)

ECTS	Acad. Year	Course Name	Language
6	1	<a href="#">Basic marketing *</a>	Spanish / English
6	2	<a href="#">Marketing and digital communication</a>	Spanish
6	2	<a href="#">PR Techniques</a>	Spanish
6	2	<a href="#">Professional Competencies Development II</a>	Spanish / English
6	3	<a href="#">Account Planning *</a>	Spanish
6	4	<a href="#">Event design workshop</a>	Spanish / English

#### \* ANNOTATIONS AND SPECIAL REQUIREMENTS:

The Firm Analysis

It might be possible to offer this subject in English, but it is pending confirmation.

Basic Economics

It might be possible to offer this subject in English, but it is pending confirmation.

Advertising Creativity

Creative course taught from the perspective of idea development, conception and design, but not for practical / technical ability with cameras and the edition of videos and photos. It is recommended to have advanced knowledge of cameras and video editing (not required though). It is necessary as well to have C1 in Spanish.

Art direction

Syllabi:

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Requires previous knowledge of conceptualization and demonstration of creative ideas (relating to advertising creativity). **IMPORTANT:** This course has no relation to those offered in other degrees with the same name.

Basic marketing

It might be possible to offer this subject in English, but it is pending confirmation.

Account Planning

It is important to note that the content is similar to Strategic Brand Communication in the Marketing Degree