

Grados en Comunicación / Communication Degrees						
Código Code	Asignaturas / Courses	Idioma Language	Créditos Credits	Semester	Curso Year	Requisitos / Requirements
				FALL-1 SPRING-2		
17262	Seminario III para Alumnos de Intercambio. Comunicación Profesional <i>Seminar III for Exchange Students. Professional Communication</i>	English	8 ECTS	1&2	2	This Seminar takes place each semester for all the exchange students, independently of the different courses in Spanish and English they would like to include in its Learning agreement. Its contents are related to all the degrees taught in our School – Journalism, Advertising and Public Relations, Audiovisual Communication and International Relations- although it works as an independent learning unit. Its a practical aproximation to the profession, as it plunges the exchange student in the culture, the media industry and the international relations in our society, combining classes from experts, cultural guided visits to important spots in our city, initiation to the Spanish and Catalan society, lectures in our headquarters and so on. The professor of the Seminar will be the tutor of the student for the whole semester, and will be his guide through all the academic aspects of the exchange.
CAST	Español para Alumnos de Intercambio <i>Spanish for Exchange Students</i>	Spanish	2 ECTS	1&2	1	
CAT	Catalán para Alumnos de Intercambio <i>Catalan for Exchange Students</i>	Spanish	2 ECTS	1&2	1	
17250	<u>Historia del Pensamiento Contemporáneo</u> <i>History of Contemporary Thought</i>	Spanish	6 ECTS	1	1	
17271	<u>Sociología I. Sociología General</u> <i>Sociology I. General Sociology</i>	Spanish	3 ECTS	1	1	
17238	<u>Teoría de la Comunicación y de la Información</u> <i>Theory of Communication and Information</i>	Spanish	6 ECTS	1	1	
17279	<u>Lenguaje y Técnica de la Imagen y el Sonido</u> <i>Language and Techniques of Sound and Image</i>	Spanish	3 ECTS	2	1	
17241	<u>Gestión de la Información</u> <i>Information Management</i>	Spanish	4 ECTS	2	1	

Código Code	Asignaturas / Courses	Idioma Language	Créditos Credits	Semester	Curso Year	Requisitos / Requirements
				FALL-1 SPRING-2		
17270	Sociología II. Sociología de la Comunicación Sociology II. General Sociology	Spanish	3 ECTS	2	1	
17245	Estética Aesthetics	Spanish	4 ECTS	2	1	
17255	Introducción a la Publicidad, RRPP y Márketing Introduction to Advertising, Public Relations and Marketing	Spanish	6 ECTS	1	2	
17253	Introducción a la Comunicación Audiovisual Introduction to Audiovisual Communication	Spanish	6 ECTS	1	2	
17254	Introducción al Periodismo y Comunicación Corp Introduction to Journalism and Corp.Communication	Spanish	6 ECTS	1	2	
17404	Fundamentos del Márketing Fundamentals of Marketing	Spanish	3 ECTS	2	2	
17256	Principios del Diseño Basic Principles in Design	Spanish	4 ECTS	2	2	
17409	Historia del Cine History of Cinema	Spanish	4 ECTS	2	2	
17280	Nuevos Medios New Media	Spanish	3 ECTS	2	2	
17330	Teoría y Técnicas de las RP Theories and Techniques of Public Relations	English or Spanish	3 ECTS	1	3	
17326	Planificación Estratégica Publicidad.RP: El Planner Strategic Planning in Advertising, PR: The Planner	Spanish	3 ECTS	1	3	
17394	Dirección de Arte Art Direction	Spanish	3 ECTS	1	3	
17396	Dirección de Fotografía Cinematography	Spanish	3 ECTS	1	3	
17403	Fundamentos del Guión Scriptwriting Fundamentals	Spanish	3 ECTS	1	3	
17395	Dirección Cinematográfica Film direction	English	4 ECTS	1	3	
17239	Identidad y Cultura Corporativas Identity and Corporate Culture	English	3 ECTS	1	3	
17418	Producción Audiovisual Audiovisual Production	Spanish	3 ECTS	1	3	

Código Code	Asignaturas / Courses	Idioma Language	Créditos Credits	Semester	Curso Year	Requisitos / Requirements
				FALL-1 SPRING-2		
17244	Empresa y Estructura de la Comunicación Structure of the Communication and Company	Spanish or English	4 ECTS	1	3	
17324	Técnicas de Planificación de Medios Techniques in Media Planning	Spanish	3 ECTS	1	3	
17325	Marketing Estratégico y Operacional Strategic and Operational Marketing	Spanish or English	3 ECTS	2	3	
17249	Gestión de Contenidos Digitales Digital Content Management	Spanish	3 ECTS	2	3	
17405	Photojournalism Fotoperiodismo	English	3 ECTS	2	3	Limited places. High level of English spoken and written
17413	Marketing digital Digital marketing	Spanish or English	3 ECTS	1	4	
17268	SeminarioVII. Internacional. Profesor Pablo Capilla Seminar VII. International Professor Pablo Capilla	Spanish	8 ECTS	1	4	Limited places. High level of Spanish spoken and written
17401	Estrategia y Planificación de Medios Strategy and Media Planning	Spanish	3 ECTS	2	4	
17400	Estructura de la Industria Televisiva Structure of the Television Industry	Spanish or English	3 ECTS	2	4	
17402	Estrategia de las Relaciones Públicas Public Relations Strategie	Spanish or English	3 ECTS	2	4	
17240	Diseño Avanzado Advanced Design	English	4 ECTS	2	4	
17414	Marketing internacional International Marketing	Spanish or English	4 ECTS	2	4	
17231-2-3-4-5-6 (1 to 6 levels)	Inglés grados de Comunicación English for Communication	English	3 ECTS	1&2	1	English placement exam is compulsory. It'll take place ONLY on Welcome Day. No second calls.

Communication Track- IR Degree						
Código Code	Asignaturas / Courses	Idioma Language	Créditos Credits	Semester	Curso Year	Requisitos / Requirements
				FALL-1		
				SPRING-2		
12866	Comunicación Corporativa (I).Principios de Marketing y Comunicación <i>Corporate Communication (I). Principles of Marketing and Communication</i>	English	3 ECTS	1	3	
12917	Teoría de la Comunicación <i>Theory of Communication</i>	English	3 ECTS	1	3	
12867	Comunicación Corporativa (II) Márketing Internacional <i>Corporate Communication (II). International Marketing</i>	English	3 ECTS	2	3	
12906	Relaciones Públicas Internacionales y Comunicación Corporativa <i>International Public Relations and Corporate Communication</i>	English	3 ECTS	2	3	
17335	Negociación. "Lobbying and Advocacy" <i>Negotiations, Advocacy and Lobbying</i>	English	6 ECTS	1	4	
12881	Gestión de la Comunicación Transnacional <i>Transnational Communication Management</i>	English	3 ECTS	2	4	
12900	Internet y Sociedad Global <i>Internet and Global Society</i>	English	3 ECTS	2	4	

Grado en Relaciones Internacionales / International Relations Degree						
Código Code	Asignaturas / Courses	Idioma Language	Créditos Credits	Semester	Curso Year	Requisitos / Requirements
				FALL-1		
				SPRING-2		
12878	Filosofía Política Political Philosophy	English	6 ECTS	1	1	
12880	Fundamentos de Historia Fundamentals of History	English	6 ECTS	1	1	
12899	Introducción a la Economía Introduction to Economics	English	6 ECTS	1	1	
12882	Historia Contemporánea Contemporary History	English	6 ECTS	2	1	
12897	Introducción a la Ciencia Política Introduction to Political Science	English	6 ECTS	2	1	
12898	Introducción al Derecho Introduction to Law	English	6 ECTS	2	1	
12872	Derecho Internacional Público International Public Law	English	6 ECTS	1	2	
12874	Economía Política Internacional International Political Economy	English	6 ECTS	1	2	
12883	Historia de las Relaciones Internacionales History of International Relations	English	6 ECTS	1	2	
12919	Teoría de las Relaciones Internacionales Theory of International Relations	English	6 ECTS	2	2	Previous knowledge on the main schools of thought in political science, political philosophy and international relations will help the students to better understand the contents of the course. In addition, knowledge in the international politics of the XXth and XXIst centuries is required. Students lacking previous knowledge in these areas are required to consult the additional bibliography listed in the syllabus of the course.
12901	Organizaciones Internacionales International Organizations	English	6 ECTS	1	3	Previous knowledge on Contemporary Political History, Political Science, History of International Relations and Theory of The international Relations.
12918	Técnicas de Investigación en las R.I. Research Techniques in I.R.	English	6 ECTS	1	3	
12917	Teoría de la Comunicación Theory of Communication	English	3 ECTS	1	3	
12870	Democracia y Procesos de Democratización Democracy and Democratization Processes	English	3 ECTS	1	3	

Código Code	Asignaturas / Courses	Idioma Language	Créditos Credits	Semester	Curso Year	Requisitos / Requirements
				FALL-1		
				SPRING-2		
12866	Comunicación Corporativa (I).Principios de Marketing y Comunicación <i>Corporate Communication (I). Principles of Marketing and Communication</i>	English	3 ECTS	1	3	
12873	Economía del Desarrollo <i>Development Economics</i>	English	3 ECTS	1	3	
12875	Estudios de Paz y Seguridad <i>Peace and Security Studies</i>	English	3 ECTS	1	3	
12867	Comunicación Corporativa (II) Márketing Internacional <i>Corporate Communication (II). International Marketing</i>	English	3 ECTS	2	3	
12906	Relaciones Públicas Internacionales y Comunicación Corporativa <i>International Public Relations and Corporate Communication</i>	English	3 ECTS	2	3	
12876	Economía Política de los Negocios Internacionales <i>Political Economy of International Business</i>	English	3 ECTS	2	3	
12907	Sistemas de Cooperación Internacional del Desarrollo <i>International Development Cooperation System</i>	English	3 ECTS	2	3	
12869	Diversidad Cultural y Desarrollo Internacional <i>Cultural Diversity and International Development</i>	English	3 ECTS	2	3	
12871	Diplomacia y Relaciones Diplomáticas <i>Diplomacy and Diplomatic Relations</i>	English	3 ECTS	2	3	
12902	Política Exterior <i>Foreing Policy</i>	English	6 ECTS	2	3	This course is developed under the assumption students of the second year of the degree have passed the International Relations Theory course. So previous knowledge on the main theories in International Relations is necessary for students to be able to understand the contents of the course (Foreign Policy Analysis is a subfield of International Relations). Previous knowledge of some basic concepts of Political Science (like concepts related to Public Policy area) will also be helpful. Students lacking previous knowledge in these areas will need to consult additional bibliography the professor will due recommend.

Código Code	Asignaturas / Courses	Idioma Language	Créditos Credits	Semester	Curso Year	Requisitos / Requirements
				FALL-1		
				SPRING-2		
17332	Derechos Humanos Human Rights	English	6 ECTS	1	4	
17335	Negociación, "Lobbying and Advocacy" Negotiations, Advocacy and Lobbying	English	6 ECTS	1	4	
17333	Geopolítica Geopolitics	English	3 ECTS	1	4	
17334	Gobernanza Global Global Governance	English	3 ECTS	1	4	
12881	Gestión de la Comunicación Transnacional Transnational Communication Management	English	3 ECTS	2	4	
12900	Internet y Sociedad Global Internet and Global Society	English	3 ECTS	2	4	
12896	Integración Económica Internacional y Economía de la UE International Economic integration and EU Economics	English	3 ECTS	2	4	
12903	Política Exterior de la UE EU Foreign Policy	English	3 ECTS	2	4	
12884-5 6 (1to3 levels)	Inglés para las Relaciones Internacionales English for international Relations	English	4 ECTS	1&2	1	English placement exam is compulsory. It'll take place ONLY on Welcome Day. No second calls.

Exchange students must be flexible in their course preferences, as there could be some last minute changes in the course offerings (although highly unlikely) and some overlapping in the schedules. Definitive schedules shall be provided to students on Welcome day and there will be an add/drop period of 10 days after the beginning of the semester.

Grado en Global Communication Management/ GCM Degree						
Código Code	Asignaturas /Courses	Idioma Language	Créditos Credits	Semester	Curso Year	Requisitos / Requeriments
				FALL-1		
				SPRING-2		
75580	Introduction to Economics	English	6 ECTS	1	1	
75581	Political Philosophy	English	6 ECTS	1	1	
75579	Contemporary History	English	6 ECTS	1	1	
75575-6 (levels 1&2)	English GCM	English	4 ECTS	1	1	English placement exam is compulsor. It'll take place ONLY on Welcome Day. No second calls.
75582	Sociology	English	6 ECTS	2	1	
75583	Introduction to Law	English	6 ECTS	2	1	
75584	Introduction to Political Science	English	6 ECTS	2	1	