



UEMC

Universidad Europea
Miguel de Cervantes

**BECOME A
PROFESSIONAL IN
PLANNING, CREATIVITY
AND PERSUASION.
YOUR PASSION MAKES
THE DIFFERENCE.**

DEGREE IN ADVERTISING AND PUBLIC RELATIONS

FACULTY OF SOCIAL SCIENCES

4 years

240 ECTS



IN-CLASS/ONLINE

CAREER OPPORTUNITIES

- Creative manager, accounts executive, audience researcher, planner...
- Marketing management, advertising, communication, public relations, social networking...
- Organisation and management of activities and events.



- ✓ • PRACTICAL TRAINING WITH A COMPANY FOCUS
- ✓ • TV SET AND RADIO STUDIO ON CAMPUS
- ✓ • TEACHERS IN TOUCH WITH THE PROFESSION
- ✓ • WORK EXPERIENCE

VALLADOLID (SPAIN)
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WE FOSTER YOUR
TALENT AND YOUR
PROFESSIONAL CAREER



PROFESSIONAL FOCUS
AND JOB
OPPORTUNITIES



UEMC
ENTREPRENEURS
CLUB



INTERNATIONAL
MOBILITY

STUDY PROGRAMME

FIRST YEAR			
SEMESTER 1	ECTS	SEMESTER 2	ECTS
Language	6	Writing for the Media I	6
Contemporary Political and Social History	6	Sociology	6
Business and Marketing	6	General Theory of Advertising	6
Theory of Communication and Information	6	English I	6
Literature and Media	6	Image Theory	6
SECOND YEAR			
SEMESTER 1	ECTS	SEMESTER 2	ECTS
Writing for the Media II	6	Effective Communication Techniques	6
Contemporary Art Movements	6	International Relations	6
Right to Information	6	Communication Ethics	6
English II	6	Communication and Audiovisual Information	6
Information Technologies	6	Documentation	6
THIRD YEAR			
SEMESTER 1	ECTS	SEMESTER 2	ECTS
Structure and Organisation of Media Companies	6	Advertising Resources and Planning	6
Consumer Psychology	6	Marketing Plan	6
Graphic Design	6	Creativity	6
General Theory of Public Relations	6	Practicum I	6
Optional*	Communication Below-the-Line Actions 6	Optional*	Quality Management 6
	Descriptive Statistics 6		Commercial Management 6
	Technical English I 6		Political Communication 6
FOURTH YEAR			
SEMESTER 1	ECTS	SEMESTER 2	ECTS
Advertising and Public Relations Systems and Processes	6	Market Research	6
Review and Analysis of Advertising Campaigns	6	Advertising and Public Relations Strategies	6
Corporate Communications Management	6	Dissertation	6
Event Planning and Protocol	6	Practicum II	6
Optional*	Computer Graphics and Animation Techniques 6	Optional*	Marketing on the Internet 6
	Human Resources Management 6		Brand Management 6
	Business Strategy 6		Customer Service 6

SCHOLARSHIPS AND STUDY GRANTS



DOUBLE DEGREE POSSIBLE WITH:



BUSINESS ADMINISTRATION AND MANAGEMENT (ADE)



TOURISM



JOURNALISM



AUDIOVISUAL COMMUNICATION

(*) Students must choose 24 credits in optional courses, of which, under current regulations, the University can recognise up to 6 credits for participation in university activities related to culture, sports, student representation, collaboration with departments, groups and research projects, solidarity, cooperation or similar.

Prospectus published in May 2018. The content of these programmes may be subject to variations depending on specific legislative changes and their implementation. It will also be subject to internal organisation requirements.