



## Degree in Advertising and Public Relations

UAB First Degree in Social Sciences (Advertising and Public Relations)

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### General information

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#### Educational centre

Facultat de Ciències de la Comunicació

#### Educational proposal

This degree offers specialised training in the creation, design and production of advertising communications and in public relations, as well as a study of numerous strategies and applications.

East Asian Studies

Humanities

Literary Theory and Comparative Literature

Market Research Methods

Journalism

Music and Music History

Archival and Records Management

Documentation

Audiovisual Communication

International and Intercultural Studies

Social and Cultural Anthropology

Translation and Interpreting



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### **Course access**

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Students wanting to take this course have a number of access routes available to them, depending on their previous studies. Follow through these pages to find full explanations of each route:



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Total number of credits ECTS 180

**Content**

Qualification	Degree in Advertising and Public Relations
Type of course	Officially recognised first-cycle and second-cycle degree
Duration	4 years
Total number of credits	320

**European Higher Education Area (EHEA)**

This course is part of the trials for adaptation to the European Higher Education Area (EHEA, the Bologna process), promoted by the Ministry of Universities, Research and the Information Society (DURSI). Graduates can obtain a UAB first degree after 3 years, or an official degree after 4 years.

Distribution of credits		Core and compulsory	Optional	Free-choice	Distribution of credits (first degree)
1st cycle	1st year	80			60
	2nd year	81			60
2nd cycle	3rd year	65	6	9	60
	4th year	50	6	23	
Total		276	12	32	180

**Core and compulsory modules**

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| <p>1st year</p> <ul style="list-style-type: none"> <li>• Journalistic Writing Theory and Practice</li> <li>• Theory and Structure of Advertising and Public Relations</li> <li>• History of Today's World</li> <li>• Standard Spoken Language *</li> <li>• Writing and Speaking in the Audiovisual Media</li> <li>• Design, Visual Layout and Technology in the Press</li> <li>• Communication Theories I</li> <li>• General Theory of Communication</li> <li>• Standard Written Language **</li> <li>• Modern Aesthetic Trends and Advertising</li> <li>• Introduction to Present Day Economics</li> <li>• Introduction to Creative Advertising</li> <li>• Applied Economics and Business Economics</li> </ul> <p>3rd year</p> <ul style="list-style-type: none"> <li>• Creative Processes and Techniques</li> <li>• Introduction to Research in the Advertising Media</li> <li>• Public Relations Programming and Techniques</li> </ul> | <p>2nd year</p> <ul style="list-style-type: none"> <li>• Communication Theories II</li> <li>• Theory and Technique of Radio Language</li> <li>• Theory and Technique of Television Language</li> <li>• Corporate Communication</li> <li>• Social Structure</li> <li>• News Documentation</li> <li>• Introduction to Marketing</li> <li>• Introduction to Applied Statistics</li> <li>• Introduction to Cinema Theory and Techniques</li> <li>• Photography Theory and Techniques</li> <li>• The Role of Statistics in Advertising Research</li> <li>• Mass Communication Methods and Research Techniques I</li> <li>• History of Advertising and of Public Relations</li> <li>• Introduction to Psychology</li> </ul> <p>4th year</p> <ul style="list-style-type: none"> <li>• Audiovisual Media Technology in Advertising (Television and Cinema)</li> <li>• Creative Strategy</li> <li>• Regulations Applicable to Advertising</li> </ul> |
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- Strategy, Conceptualisation and Drafting Public Messages
- Mass Communication Methods and Research Techniques II
- Audiovisual Technology Used in Public (Photographic Advertising)
- Strategy and Planning in the Advertising Media
- Sociology of Consumption
- History of Social Communication in Catalonia
- Strategic and Corporate Marketing
- Graphic Production and Design in Advertising
- Components of the Advertising Process
- Public Relations in Specialised Sectors
- Structure of Advertising in Spain and Catalonia
- Structure of Public Relations in Spain and Catalonia
- Research Methods in Advertising and Applied to Consumer Needs
- Art Conceptualisation and Direction in the Advertising Message

\* Students must choose Standard Spoken Catalan or Spoken Spanish.

\*\* Students must choose Standard Written Catalan I or Standard Written Spanish I

### Optional modules

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- Standard Spoken Catalan
- Spoken Spanish
- Standard Written Catalan
- Spanish I
- Structure of Mass Communication I
- Psychology of Perception
- Online Documentation and Computing Applied to Documentation Management
- Producing Advertising Material in Catalan
- Consumer Theory
- Spanish and Catalan Economics
- Accounts Management
- Political Communication
- Institutional Propaganda and Advertising
- Marketing Information Systems
- Analysis Techniques Applied to Research in Advertising
- Semiotics of Mass Communication
- Language Resources in Advertising and Public Relations
- Mathematical Models for Planning in the Audiovisual Media
- Business Communication Systems
- Communication Management in Public and Private Companies
- Advertising Creativity Laboratory Practice

### Free-choice modules

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To be chosen from the list of UAB free-choice modules.



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### **Skills required**

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The ideal student for this course should have the following qualities:

- Creative and imaginative mind
- Good social and communication skills
- Brave and innovative ideas
- Observant eye
- Visual memory

You should have good language and IT skills.



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### **Professional job opportunities**

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Demand for graduates in this field is growing as a result of the globalisation of the markets and the need for businesses, institutions and the media to increase publicity in order to boost their income and improve their image. The main career options are:

- Advertising agencies (creativity, accounts, media, production, marketing and design)
- Public relations companies and departments
- Advertisers (marketing, advertising and public relations departments)
- Media (advertising and public relations departments)
- Institutions (communication, advertising and public relations departments)
- Design studios
- Media Purchasing Centres
- Sole advertising agents
- Communication and corporate image departments
- Promotional companies, telemarketing companies, consultancies, sponsorship and events companies, market research companies
- Direct marketing agencies
- Video and film production and post production
- Photographic studios
- Interactive communications agencies