

## Bachelor's Degree in Audiovisual Communication / Advertising and PR / Journalism

**Academic coordinator:** Rejina Selvam ([comexchange@uic.es](mailto:comexchange@uic.es))

**Secretary:** Beta building 6th floor ([comexchange@uic.es](mailto:comexchange@uic.es))

**Tutoring:** set appointment by e-mail

**Website:** <http://www.uic.es/en/communication-sciences>

\* Please note that the list of available courses, teaching language and dates are subject to annual changes. Updated information will be available on the website and by email as soon as the academic calendar is confirmed.

<b>Academic calendar*</b>	September - July
<b>Semester 1</b>	September - January
<b>Beginning of classes semester 1</b>	2 <sup>nd</sup> week of September
<b>Semester 2</b>	January - May
<b>Beginning of classes semester 2</b>	3 <sup>rd</sup> or 4 <sup>th</sup> week of January
<b>Welcome Session</b>	<b>One week before the classes start.</b> International Relations will inform the students by email
<b>Exams semester 1*</b>	2 first weeks of January
<b>Exams semester 2*</b>	2 last weeks of May
<b>Exam retakes (both semesters)</b>	End of June - beginning of July
<b>Are students allowed to extend their stay?</b>	The student has to make a formal request, and it has to be approved both by UIC Barcelona and by the home university. Deadline: 15 November (extend for semester 2) Deadline: 15 June (extend for semester 1)
<b>Learning Agreement</b>	Students staying for the whole academic year will have to choose subjects for both semesters. The Learning Agreement must be sent to the coordinator <b>via the Relint platform.</b> There will be a compulsory meeting with the coordinator at the beginning of the student's stay. In order to confirm your stay at UIC Barcelona, your Learning Agreement needs to be approved by the coordinator at UIC

	<p>beforehand. Deadlines:</p> <p><b>Semester 1: 1st of July</b></p> <p>Semester 2: in 15<sup>th</sup> of December</p> <p><b>The student has to always follow the instructions of the coordinator.</b></p>
<p><b>How to choose courses?</b></p>	<p><b>Read the tables on pages 4 to 9 for the subjects available to International students. You are only allowed to take subjects in this list.</b></p> <p><b>Read all the information the academic coordinator sends you by email.</b></p> <p>Students should take between <b>18 and 30 ECTS</b> per semester, depending on what you agreed with your home university.</p> <p>You need to agree your subjects with the mobility coordinator of the origin University.</p> <p><b>There will be a compulsory meeting with the coordinator at the beginning of your stay.</b></p> <p><b>You can take a maximum of 15% of your courses in another faculty: 2 modules /course max.</b></p> <p>For more information about the content of the courses, check "Curriculum and subjects" on the Faculty's website:  <a href="http://www.uic.es/en/communication-sciences/studies">www.uic.es/en/communication-sciences/studies</a></p>
<p><b>Timetables</b></p>	<p>It is the student's responsibility to choose subjects that don't overlap.</p> <p>Timetables are sent to the students before their stay as soon as they are confirmed.</p> <p>During their stay, class timetables and exam announcements of any type appear on the boards located in the hall of the department.</p>
<p><b>Enrolment</b></p>	<p>The student will be enrolled once the Learning Agreement has been accepted in Relint, and accepted by the home university.</p>
<p><b>Changes to the Learning Agreement</b></p>	<p>Once classes have started, students have about 3 weeks to make changes in their Learning Agreements:</p> <p>How to proceed:</p> <ol style="list-style-type: none"> <li>1. Contact the coordinator at UIC</li> <li>2. If the coordinator at UIC approves the changes, contact the home university</li> <li>3. If the coordinator at the home university approves the changes, <b>add and send the changes in the Relint platform</b></li> <li>4. Send <b>an email to the academic coordinator</b> to let her know you've made changes in Relint</li> </ol> <p>You will be informed about the deadline at your arrival.</p> <p><b>After the deadline, no more changes will be allowed.</b></p>
<p><b>Class attendance</b></p>	<p>Attending class is required. If you cannot attend, it is necessary to present a justification document. In most cases, students with an attendance record of below 50 % may be expelled from the course.</p>

<p><b>Exams</b></p>	<p>Exam dates will be published throughout each semester. Exams will take place in January (semester 1) and May (semester 2).</p> <p><b>Exam dates cannot be changed unless there is strong justification for it.</b> In order to change any official exam date at UIC (even the resit exams), the student needs to:</p> <ol style="list-style-type: none"> <li>1. Fill in an official request available at the secretary of the faculty</li> <li>2. In the case of approval, communicate the decision to the academic coordinator and the professor(s)</li> </ol> <p><b>When exams overlap</b>, students must inform the academic coordinator at least 2 weeks in advance to find a solution. Otherwise, the student will have to miss one exam.</p> <p>Only in very specific cases can students justify their absence. Previously, this needs to be communicated to the academic coordinator.</p> <p>Absence from an exam is equivalent to a NS (not shown).</p> <p>Copying during any examination will lead to a mark of zero.</p> <p>For more details, students should read the UIC Barcelona internal regulations and the specific evaluation for each subject.</p>
<p><b>Internships</b></p>	<p>Please note exchange students are not allow to do internship agreements with UIC.</p>
<p><b>Requests and complaints</b></p>	<p>Through the faculty coordinator and an official request. It is recommended to contact the International Relations office before making requests or complaints.</p>
<p><b>Enrolment fees for visiting students</b></p>	<p><b>Visiting students</b> will have to pay the enrolment fees at UIC. The payment is made once the student has arrived and has the Learning Agreement and possible changes approved and enrolled.</p> <p>The student has to go to the Faculty's secretary and ask for the enrolment sheet and payment instructions. Students can pay by bank transfer or credit card. It is not possible to pay in installments.</p> <p><b>Students who take courses in various faculties:</b> every faculty secretary gives out the enrolment sheet only for its own subjects.</p> <p><b>The approximated cost per 1 ECTS credit in 2020-2021 is:</b></p> <p><b>Courses in Spanish 164€ /1 ECTS</b></p> <p><b>Courses in English 176€ /1 ECTS</b></p>

Language: if both languages are mentioned, it means the professor can choose the language .

**Course offer in Audiovisual Communication**

<http://www.uic.es/en/communication-sciences/degree-audiovisual-communication/curriculum>

Code	Name	Semester	ECTS credits	Language
1st year courses A.C.				
08002	Comunicación e Información Escrita	Sem. 1	6	Spanish
08013	General English <b>(not offered to native English speakers)</b>	Sem. 1	6	<b>English</b>
08010	Teoría de la Información	Sem. 1	6	Spanish
12021	Lengua Castellana	Sem. 1	1	Spanish
12020	Oral Communication	Sem. 1	1	Spanish
08005	Plató	Sem. 1	1	Spanish
08012	Producción Audiovisual	Sem. 1	4	Spanish
08003	Radio	Sem. 1	4	Spanish
08007	Estructura del Sistema Audiovisual	Sem. 2	6	Spanish
08009	Historia Contemporánea Universal	Sem. 2	6	Spanish
08014	Academic English Skills <b>(not offered to native English speakers)</b>	Sem. 2	6	<b>English</b>
08008	Sociología	Sem. 2	6	Spanish
12042	Antropología	Sem. 2	6	Catalan/Spanish
2nd year courses A.C.				
08537	Mass Media Communication	Sem. 1	6	Spanish
08534	Narrativa Audiovisual I	Sem. 1	6	Spanish
08539	Edición de Video y Audio	Sem. 1	4	Spanish
12041	Fundamentos del Arte Audiovisual	Sem. 1	4	Spanish
08546	Written English <b>(not offered to native English speakers)</b>	Sem. 1	6	<b>English</b>
08538	Comunicación Persuasiva	Sem. 1	4	Spanish
08543	Narrativa Audiovisual II	Sem. 2	4	Spanish

12043	Publicidad y Relaciones Públicas	Sem. 2	6	Spanish
08536	Instituciones Jurídico-Polítiques	Sem. 2	6	Catalan/Spanish
12048	Diseño y Fotografía	Sem. 2	4	Catalan/ Spanish
08542	Postproducción y Montaje	Sem. 2	4	Spanish
<b>3rd year courses A.C.</b>				
12051	Estética	Sem. 1	3	Spanish
12025	Història del Cinema	Sem. 1	3	Catalan/ Spanish
12026	Programació Televisiva	Sem. 1	3	Catalan/ Spanish
12047	Sonido en Producciones Audiovisuales	Sem. 1	1	Spanish
12045	Música Aplicada	Sem. 1	3	Spanish
12024	Documental	Sem. 1	6	Spanish
12023	Creación Radiofónica	Sem. 1	3	Spanish
12027	Cultura Audiovisual	Sem. 2	4	Spanish
12028	Distribución Audiovisual	Sem. 2	4	Spanish
12044	Grafismo	Sem. 2	4	Spanish
12029	Tendencias Audiovisuales	Sem. 2	4	Spanish
09260	Psicología	Sem. 2	4	Spanish
<b>4th year courses A.C.</b>				
10056	Economics	Sem. 1	3	English
10058	Gamificación y Videojuegos	Sem. 1	3	Spanish
10051	Professional English for Audiovisual Communication I	Sem. 1	4	<b>English</b>
10059	Derecho	Sem. 2	3	Spanish
10057	Comunicació Institucional	Sem. 2	3	Catalan/ Spanish
10052	Professional English for Audiovisual Communication II	Sem. 2	4	<b>English</b>
<b>Optional courses A.C.</b>				
09488	Producción Audiovisual II	Sem. 1	4	Spanish
09489	Taller de Guión	Sem. 1	4	Spanish
09494	Técnicas de Sonido en Audiovisuales	Sem. 1	3	Spanish
12031	Formatos Televisivos	Sem. 1	3	Spanish
12032	Esriptura d'entreteniment	Sem. 1	4	Catalan/ Spanish
12035	Escritura de Entretenimiento	Sem. 1	4	Spanish
10060	Direcció Artística	Sem. 1	3	Catalan/ Spanish
10062	Postproducció i Muntatge	Sem. 1	4	Catalan/ Spanish
10061	Sonido y Música en el Audiovisual	Sem. 1	4	Spanish
10066	Postproducció	Sem. 1	4	Catalan/ Spanish
09487	Análisis y Crítica Cinematográficos	Sem. 2	3	Spanish
09490	Dirección Cinematográfica	Sem. 2	4	Spanish
09491	Dirección de Fotografía	Sem. 2	3	Spanish
09495	Realización Televisiva	Sem. 2	4	Spanish
10063	Producción y Realización de Series Televisivas	Sem. 2	3	Spanish
12036	Reportatge Audiovisual	Sem. 2	3	Catalan/ Spanish
10064	Géneros Cinematográficos	Sem. 2	3	Spanish
12038	Comunicación Corporativa	Sem. 2	3	Spanish
12037	Creación de Autor	Sem. 2	3	Spanish
12039	Entertainment Production	Sem. 2	3	<b>English</b>
12040	Transmedia and Storytelling	Sem. 2	3	<b>English</b>

**Course offer in Advertising and PR**

<http://www.uic.es/en/communication-sciences/degree-advertising-public-relations/curriculum>

Code	Name	Semester	ECTS credits	Language
1st year courses A&PR				
12057	Historia y Teoría de la Publicidad y de las Relaciones Públicas	Sem. 1	6	Spanish
07821	General English ( <b>not offered to native English speakers</b> )	Sem. 1	6	<b>English</b>
07819	Redacción y Comunicación Escrita	Sem. 1	6	Spanish
07826	Fundamentos de la Comunicación Humana 1	Sem. 1	3	Spanish
07824	Lenguaje Publicitario	Sem. 1	1	Spanish
07823	Plató	Sem. 1	1	Spanish
09583	Teoría de la Información	Sem. 1	6	Spanish
07820	Comunicación Televisiva	Sem. 2	6	Spanish
07816	Historia Contemporánea	Sem. 2	6	Spanish
07815	Historia del Pensamiento	Sem. 2	6	Spanish
07822	Academic English Skills ( <b>not offered to native English speakers</b> )	Sem. 2	6	<b>English</b>
07814	Sociología	Sem. 2	6	Spanish
2nd year courses A&PR				
08526	Comunicació Radiofònica	Sem. 1	6	Catalan/ Spanish
08527	Written English ( <b>not offered to native English speakers</b> )	Sem. 1	6	<b>English</b>
09582	Teoría de la Comunicación	Sem. 1	6	Spanish
12058	Workshop. Lenguaje Publicitario	Sem. 1	6	Spanish
08525	Derecho de la Información, Derechos Fundamentales e Igualdad de Derechos	Sem. 2	6	Spanish
08524	Economics	Sem. 2	6	<b>English</b>
08523	Psicología	Sem. 2	6	Catalan/ Spanish
08532	Comunicación Institucional	Sem. 2	6	Spanish
12059	Diseño Gráfico	Sem. 2	3	Spanish
08531	Soundtrack	Sem. 2	3	Spanish
3rd year courses A&PR				
09268	Dirección Estratégica	Sem. 1	4	Spanish
09273	Fotografía y Diseño Aplicados a la Publicidad	Sem. 1	5	Spanish/Catalan
09275	Màrqueting	Sem. 1	5	Catalan/ Spanish
09274	Workshop. Programas de Relaciones Públicas I	Sem. 1	5	Spanish
09269	Estadística. Investigación de Mercados	Sem. 1	6	Spanish
09272	Estructura del Sistema Audiovisual	Sem. 2	4	Catalan/ Spanish
09267	Fundamentos de la Comunicación Humana II	Sem. 2	3	Spanish
09271	Técnicas de Narrativa Audiovisual	Sem. 2	4	Spanish
12060	Marketing Digital	Sem. 2	5	Spanish
09284	Estructura y Planificación de los Medios Publicitarios	Sem. 2	4	Spanish
09270	Workshop (proyecto para la Red)	Sem. 2	4	Spanish
4th year courses A&PR				
10046	Personnel Management	Sem. 1	3	<b>English</b>
10038	Empresa Publicitaria y de Relaciones Públicas	Sem. 1	6	Spanish
10042	Producció i Realització de Televisió	Sem. 1	6	Catalan/ Spanish

10047	Professional English for Advertising I	Sem. 1	4	<b>English</b>
10048	Professional English for Advertising II	Sem. 2	4	<b>English</b>
10041	Ética y Deontología de la Publicidad y de las Relaciones Públicas	Sem. 2	6	Spanish
10043	Workshop. Programas de Relaciones Públicas II	Sem. 2	5	Spanish
Optional courses A&PR				
11000	Creatividad Publicitaria	Sem. 1	5	Spanish
11001	Gestión y Estrategia de Marca	Sem. 1	6	Spanish
09475	Effective Speaking Skills	Sem. 2	6	<b>English</b>
10045	Comunicación Institucional Especializada	Sem. 2	4	Spanish
12841	Corporate Social Responsibility	Sem. 2	6	<b>English</b>
12061	Redacción Publicitaria	Sem. 2	4	Spanish

**Course offer in Journalism**

<http://www.uic.es/en/communication-sciences/degree-journalism/curriculum>

Code	Name	Semester	ECTS credits	Language
1st year courses J.				
08479	Comunicación Escrita 1	Sem. 1	6	Catalan/Spanish
08481	Dinamicas de grupo	Sem 1	1	Catalan/Spanish
13387	Introducción al lenguaje audiovisual	Sem. 1	4	Spanish
08485	General English ( <b>not offered to native English speakers</b> )	Sem. 1	6	<b>English</b>
13389	Introducción al Periodismo	Sem. 1	6	Spanish
09595	Teoría de la Información	Sem. 1	6	Spanish/Catalan
08476	Antropología	Sem. 1	6	Spanish
08480	Comunicación Escrita 2	Sem. 2	6	Spanish
08475	Historia Universal Contemporánea	Sem. 2	6	Spanish
11719	Sociología	Sem. 2	6	Spanish
08477	Lenguaje Periodístico 1	Sem. 2	7	Spanish/Catalan
08486	Academic English ( <b>not offered to native English speakers</b> )	Sem. 2	6	<b>English</b>
2nd year courses Journalism				
09288	Pensamiento Contemporáneo	Sem. 1	6	Spanish
09291	Comunicació Radiofònica	Sem. 1	6	Catalan
9287	Historia Contemporánea de España	Sem. 1	6	Spanish
09294	Written English ( <b>not offered to native English speakers</b> )	Sem. 1	6	<b>English</b>
09594	Teoría de la Comunicación	Sem. 1	6	Spanish
09290	Deontología Periodística	Sem. 2	6	Spanish
09286	Derecho de la Información	Sem. 2	6	Spanish
09292	Comunicación Televisiva	Sem. 2	6	Catalan/Spanish
09285	Economía	Sem. 2	6	Spanish
11729	Lenguaje Periodístico 2	Sem. 2	6	Spanish



<b>3rd year courses Journalism</b>				
10075	Empresa	Sem. 1	6	Catalan/ Spanish
10073	Geografia	Sem. 1	4	Catalan/ Spanish
10074	Historia del Periodismo	Sem. 1	4	Spanish
10077	Producció i Realització Radiofònica	Sem. 1	6	Catalan/ Spanish
10083	Direcció de Comunicació	Sem. 1	6	Spanish
10076	Estructura de la Comunicació	Sem. 2	3	Spanish
10072	Institucions Jurídicopolítiques Contemporànies	Sem. 2	6	Catalan/ Spanish
10078	Producció y Realizació Televisiva	Sem. 2	6	Spanish
10079	Proyectos Periodísticos en Red	Sem. 2	6	Spanish
10084	Effective Speaking Skills	Sem. 2	6	<b>English</b>
<b>4rd year courses Journalism</b>				
10721	Lideratge i Negociació	Sem. 1	4	Catalan/ Spanish
10723	Màrqueting	Sem. 1	4	Catalan/ Spanish
10724	Professional English for Journalism 1 / News Report Writing	Sem. 1	4	<b>English</b>
10731	Anàlisi d'Audiències	Sem. 1	3	Catalan/ Spanish
10735	Diseño de Proyectos Periodísticos	Sem. 1	6	Spanish
10727	Comunicación Persuasiva	Sem. 2	4	Spanish
10726	Creativitat i Innovació	Sem. 2	4	Catalan/ Spanish
10728	Diseño	Sem. 2	4	Spanish
13388	Gestión de Comunidades Online	Sem. 2	3	Spanish
10733	Professional English for Journalism 2 / TV News Broadcast	Sem. 2	4	<b>English</b>
<b>Optional courses Journalism</b>				
10697	Periodisme Esportiu	Sem. 1	3	Catalan/ Spanish
13546	Tècniques de Locució i Presentació	Sem. 1	3	Catalan /Spanish
10999	Comunicación de Moda y Tendencias	Sem. 1	3	Spanish
10699	Periodismo Internacional	Sem. 2	3	Spanish
13544	Reportatge Audiovisual	Sem. 2	3	Catalan/ Spanish