

**PROFESSIONAL CODES OF PRACTICE IN ADVERTISING AND PUBLIC RELATIONS (2011-12)****GENERAL INFORMATION**

Code 22526

ECTS Credits 6

**Departments and areas**

Department	Area	Area	Report R.
COMMUNICATION AND SOCIAL PSYCHOLOGY	AUDIOVISUAL COMMUNICATION AND ADVERTISING	YES	YES

**Studies**

DEGREE IN ADVERTISING AND PUBLIC RELATIONS

**Context of subject**



## OBJECTIVES

### Subject objectives/competences (2011-12)



## CONTENTS

Theoretical and practical contents (2011-12)



## EVALUATION

### Instruments and criteria of Evaluation 2011-12

Type	Criterion	Description	Ponderation
------	-----------	-------------	-------------