

## DEGREE IN PUBLICITY AND PUBLIC RELATIONS (2022-23)

<b>Código:</b> C154	<b>Fecha de aprobación:</b> 22/03/2012	<b>Precio:</b> 12,79 1st-registration credits
<b>Créditos:</b> 240	<b>Título:</b> Undergraduate 3-5 years (ECTS)	

### RAMA

Social and Legal Sciences

### PLAN

DEGREE IN ADVERTISING AND PUBLIC RELATIONS

### TIPO DE ENSEÑANZA

Face-to-face

### CENTROS DONDE SE IMPARTE

Faculty of Economics and Business Sciences

### ESTUDIO IMPARTIDO CONJUNTAMENTE CON

Solo se imparte en esta universidad

### FECHAS DE EXAMEN

[Acceda al listado de fechas de examen para esta titulación.](#)

## PLAN DE ESTUDIOS OFERTADO EN EL CURSO 2022-23

Leyenda: No ofertada Sin docencia

### FIRST YEAR

#### CORE SUBJECTS 42 créditos

Curso	Título	Créditos	Subject
1	CORE	6	<a href="#">22500 - FUNDAMENTALS OF COMMUNICATION I</a>
1	CORE	6	<a href="#">22501 - COMMUNICATION AND WRITTEN MEDIA</a>
1	CORE	6	<a href="#">22502 - COMMUNICATION AND AUDIOVISUAL MEDIA</a>
1	CORE	6	<a href="#">22503 - CONTEMPORARY ECONOMIC, SOCIAL AND POLITICAL HISTORY</a>
1	CORE	6	<a href="#">22505 - FUNDAMENTALS OF MARKETING</a>
1	CORE	6	<a href="#">22506 - INTRODUCTION TO LAW FOR COMMUNICATION AND ADVERTISING</a>
1	CORE	6	<a href="#">22507 - FUNDAMENTALS OF COMMUNICATION II</a>

#### COMPULSORY SUBJECTS 18 créditos

Curso	Título	Créditos	Subject
1	COMPULSORY	6	<a href="#">22504 - THEORY OF ADVERTISING</a>
1	COMPULSORY	6	<a href="#">22508 - INTRODUCTION TO ECONOMICS</a>
1	COMPULSORY	6	<a href="#">22509 - THEORY OF PUBLIC RELATIONS</a>

### SECOND YEAR

#### CORE SUBJECTS 18 créditos

Curso	Título	Créditos	Subject
2	CORE	6	<a href="#">22510 - SOCIAL CHANGE AND COMMUNICATION</a>
2	CORE	6	<a href="#">22511 - SOCIAL PSYCHOLOGY OF COMMUNICATION</a>
2	CORE	6	<a href="#">22512 - SOCIAL RESEARCH TECHNIQUES IN COMMUNICATION</a>

#### COMPULSORY SUBJECTS 42 créditos

Curso	Título	Créditos	Subject
2	COMPULSORY	6	<a href="#">22513 - FUNDAMENTALS OF CREATIVITY</a>
2	COMPULSORY	6	<a href="#">22514 - SEMIOTICS OF MASS COMMUNICATION</a>
2	COMPULSORY	6	<a href="#">22515 - TOOLS FOR GRAPHIC DESIGN IN ADVERTISING</a>
2	COMPULSORY	6	<a href="#">22516 - ADVERTISING LANGUAGE</a>
2	COMPULSORY	6	<a href="#">22517 - CORPORATE COMMUNICATION</a>
2	COMPULSORY	6	<a href="#">22518 - AUDIOVISUAL COMMUNICATION TECHNIQUES</a>
2	COMPULSORY	6	<a href="#">22519 - ADVERTISING AND PUBLIC RELATIONS STRATEGY</a>

### THIRD YEAR

#### COMPULSORY SUBJECTS 60 créditos

Curso	Título	Créditos	Subject
3	COMPULSORY	6	<a href="#">22520 - CREATIVE STRATEGY AND CONCEPTUALISATION</a>
3	COMPULSORY	6	<a href="#">22521 - PLANNING PUBLIC RELATIONS</a>
3	COMPULSORY	6	<a href="#">22522 - CORPORATE IMAGE</a>
3	COMPULSORY	6	<a href="#">22523 - THE SEMIOTICS OF ADVERTISING AND CONSUMPTION</a>
3	COMPULSORY	6	<a href="#">22524 - AUDIOVISUAL NARRATIVE APPLIED TO ADVERTISING</a>
3	COMPULSORY	6	<a href="#">22525 - IMAGE THEORY APPLIED TO ADVERTISING</a>
3	COMPULSORY	6	<a href="#">22526 - PROFESSIONAL CODES OF PRACTICE IN ADVERTISING AND PUBLIC RELATIONS</a>
3	COMPULSORY	6	<a href="#">22527 - WRITING ADVERTISING TEXTS</a>
3	COMPULSORY	6	<a href="#">22528 - INFORMATION MANAGEMENT IN COMMUNICATION</a>
3	COMPULSORY	6	<a href="#">22529 - AUDIOVISUAL MEDIA PRODUCTION</a>

### FOURTH YEAR

#### COMPULSORY SUBJECTS 24 créditos

Curso	Título	Créditos	Subject
4	END OF DEGREE WORK	6	<a href="#">22552 - FINAL PROJECT</a>
4	COMPULSORY	6	<a href="#">22530 - MEDIA RESEARCH AND PLANNING</a>
4	COMPULSORY	6	<a href="#">22531 - PRODUCTION AND EXECUTION IN PRINT MEDIA</a>
4	COMPULSORY	6	<a href="#">22532 - SYSTEMS AND PROCESSES IN ADVERTISING AND PUBLIC RELATIONS</a>

#### OPTIONAL SUBJECTS 36 créditos

Curso	Título	Créditos	Subject
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4	OPTIONAL	6	<a href="#">22533 - ART DIRECTION</a>
4	OPTIONAL	6	<a href="#">22534 - ECONOMIC AND SOCIAL HISTORY OF SPAIN</a>
4	OPTIONAL	6	<a href="#">22535 - ENGLISH FOR ADVERTISING AND PUBLIC RELATIONS</a>
4	OPTIONAL	6	<a href="#">22536 - MARKET RESEARCH</a>
4	OPTIONAL	6	<a href="#">22537 - NEW ADVERTISING CHANNELS</a>
4	OPTIONAL	6	<a href="#">22538 - TRENDS IN BRAND MANAGEMENT</a>
4	OPTIONAL	6	<a href="#">22539 - ADVERTISING POSTERS</a>
4	OPTIONAL	6	<a href="#">22540 - SOCIAL INTEREST AND POLITICAL COMMUNICATION</a>
4	OPTIONAL	6	<a href="#">22541 - ACCOUNTS MANAGEMENT</a>
4	OPTIONAL	6	<a href="#">22542 - STRUCTURE OF ADVERTISING AND PUBLIC RELATIONS</a>
4	OPTIONAL	6	<a href="#">22543 - ADVERTISING PHOTOGRAPHY</a>
4	OPTIONAL	6	<a href="#">22544 - HISTORY OF ADVERTISING</a>
4	OPTIONAL	6	<a href="#">22545 - ORGANISATION OF ADVERTISING AND PUBLIC RELATIONS COMPANIES</a>
4	OPTIONAL	6	<a href="#">22546 - AUDIOVISUAL POST-PRODUCTION IN ADVERTISING</a>
4	OPTIONAL	6	<a href="#">22547 - PSYCHOSOCIAL PROCESSES OF INFLUENCE AND ADVERTISING</a>
4	OPTIONAL	6	<a href="#">22548 - PROTOCOL AND EVENTS IN INSTITUTIONS AND BUSINESS</a>
4	OPTIONAL	6	<a href="#">22549 - SOCIOLOGY OF CONTEMPORARY CULTURE AND THE ARTS</a>
4	OPTIONAL	6	<a href="#">22550 - PUBLIC RELATIONS TECHNIQUES</a>
4	OPTIONAL	12	<a href="#">22551 - TRAINEESHIP</a>

LANGUAGE

Superado este bloque se obtiene

**DEGREE IN PUBLICITY AND PUBLIC RELATIONS**

## AIMS

The Degree course programme is aimed at providing Graduates in Advertising and Public Relations with the skills necessary to undertake professional practice, consistent with the needs and demands of society.

The fundamental objectives of the Degree in Advertising and Public Relations are:

- To encourage a critical, analytical and interpretative approach, providing knowledge of the research techniques and working procedures necessary to transform client needs into effective communication solutions.
- To facilitate the acquisition of a general, basic understanding of the main causes for success or failure in the professional communications world at present, and especially in relation to advertising and public relations. Knowledge will always be specifically aimed at understanding the phenomenon of communication and its function in contemporary society, thus ensuring that the student acquires expertise regarding the social, cultural, political, economic and corporate contexts of the profession, and is capable of adapting his or her professional practice to these contexts in a responsible fashion.
- To provide a thorough knowledge of all the inter-related elements which comprise communication systems, with particular reference to advertising and public relations, thus enabling students to apply them in the real world of organisations and to develop a strategic approach. This education will equip students for decision making and the implementation of coherent communication strategies, through effective creativity, subsequent assessment of results and the ability to reach the appropriate conclusions.
- Graduates in Advertising and Public Relations should possess good communication skills, expressing themselves with coherence and correction in their professional practice: therefore, they should be articulate in the language/languages of their region, and in English.
- Graduates will be equipped to design, plan and assess tasks and discourses pertaining to advertising and public relations communication in order to prepare communication campaigns. Accordingly, they will also be conversant with the possibilities offered by the effective application of different technologies.
- Students in Advertising and Public Relations should possess a thorough understanding of the theories, categories and concepts which have had most influence on the different areas of research, development and innovation in corporate and institutional communication, in addition to comprehending the need for self-regulation from an ethical and socio-cultural standpoint.

These objectives are achieved through the acquisition of knowledge and skills, entailing an education in the following aspects:

- An education in the Social Sciences, Humanities and Science and Technology, in order to attain basic contextual and cross-disciplinary expertise.
- An education in Communication and Information Theory, Processes and Structures, in order to understand the fundamental theories and practices most frequently employed in models for the creation, production, planning, dissemination, reception and assessment of results, both of communication in general, and of advertising and public relations communication in particular. The approach taken to this education is both industrial and cultural, thus providing an integrated understanding of the phenomenon of corporate and institutional communication.
- Training in the areas of design and creation of communicative strategies, and development of communication policies, with the aim of attaining the ability to identify, manage and fulfil company needs, whether from the perspective of the advertiser's communications department or that of a communications company.
- Grounding in the communication possibilities and characteristics of all advertising media and formats, in order to design communication messages and campaigns. Graduates should have the ability to analyse and select dissemination channels according to the communication strategy in question (whether traditional or non-traditional channels).
- Training in the understanding and use of communication technologies in multimedia and hypermedia contexts, in order to apply these to advertising and public relations, and to develop new media.
- Schooling in the ability to apply ethical standards of conduct to professional communication practice, through theoretical and practical knowledge of the professional codes of practice currently in force and the self-regulation standards of the profession, in addition to developing an awareness of social and cultural responsibility in students.
- Training in the capacity to adapt strategies and messages to communication objectives and the diverse public who inter-act with the organisation, through the application of specific communication tactics.
- Instruction in the monitoring of all processes involved in professional practice, applying at all times the criteria of adaptation to the context and continuous innovation.
- An introduction to research methodology and techniques in the context of corporate and institutional communication, and the acquisition of related teaching skills.



- [Credit structure of the degree course](#)
- [Distribution of credits per subject type](#)
- [General description of the course programme](#)

#### CREDIT STRUCTURE OF THE DEGREE COURSE

Subjects in the Degree in Advertising and Public Relations, each worth 6 European ECTS credits, are organised into semesters. Specifically, students are required to take 5 subjects each semester, to complete 30 credits per semester and 60 credits per year, for a total of 240 credits over four years.

In order to make the course compatible with other activities, students are allowed to take a part-time course consisting of 30 credits per academic year.

#### DISTRIBUTION OF CREDITS PER SUBJECT TYPE

SUBJECT TYPE	CREDITS
Core (FB)	60
Compulsory (OB)	138
Optional (OP)	36
Final Project	6
<b>Total Credits</b>	<b>240</b>

#### GENERAL DESCRIPTION OF THE COURSE PROGRAMME

Subjects on the Degree course have been divided into thirteen modules. The modules have been structured and the subjects distributed according to academic discipline. Each academic year is worth a total of 60 credits, 30 credits per semester. The course programme also takes into account the characteristics of each subject, so that all subjects dealing with fundamental theoretical and practical aspects of communication in general, and communication in advertising in particular, are taught in the first half of the Degree course (first and second years), whilst subjects corresponding specifically to communication in advertising and public relations are taught in the second half (third and fourth years).

Details of the modules are given below:

1. **Fundamentals of Communication and Communication Processes** (36 credits - 6 subjects). This module comprises an introduction to the concept, process and structure of communication and group communication, during which the principle authors and basic models of group communication will be studied. An analysis will be carried out of the basic elements which influence communication processes, and the history and development of social communication media will be examined. This will include a study of those schools and models which form the framework of communication and group communication theories, scientific theories of communication and group communication, regulatory theories of group communication, and their effect on the same. In addition, communication as an interpersonal process will be examined, as will psychosocial models of communication, psychosocial processes, behaviour, attitudes and attitude change, communication and social influence, persuasive communication, psychosocial analysis of advertising communication and mass media communication. Once the above topics have been covered, mass communication messages will be studied and analysed critically as signs which are constructed and interpreted through codes and ascribed to classes, looking particularly at standardisation and innovation in the production of mass communication and culture. Finally, the module addresses the study and use of technology, analysing the forms, categories and characteristics of printed and electronic media and their expression, including the form and content of audiovisual media.
2. **Interaction between the Evolution of the Sociocultural Context and Communication** (30 credits- 5 subjects). On the one hand, the module addresses epistemological and methodological tools for analysing social reality as a context for commercial and institutional communication, with an in-depth study of the realities of the contemporary world and the different dimensions which characterise each social system (economics, the ecosystem, politics, culture, technology, security, etc), together with the historical development and sociological perspectives (trends and future scenarios) of the same. On the other hand, the module addresses the study of sociological theories of art together with the most influential contemporary artistic trends, from the first avante-garde movement to the post-modern movement and the new technologies, looking particularly at the influence of art on contemporary sociocultural processes and the sociocultural purpose of contemporary art. Taking a psychosocial approach, the direct and indirect processes of social influence will be examined, looking at advertising and the mass media, attitudes and attitude change, psychological principles, techniques and strategies in social influence, intragroup relations (conformity or the influence of the majority, minority influence, processes related to group productivity, group decision-making, leadership) and intergroup relations (social identity). Turning to historical development, the module includes an introduction to the study of the economic evolution of contemporary societies and the social and political movements which have shaped them, with particular reference to developments during the 20<sup>th</sup> century. This will be followed by an analysis of the most influential social and economic changes which occurred in Spain in the 20<sup>th</sup> century.
3. **Theory and History of Advertising and Public Relations** (24 credits-4 subjects). This module comprises a study of the theoretical and

conceptual bases of advertising and public relations, and provides a general overview of these disciplines today. A distinction will be drawn between the concept of advertising and other forms of persuasive communication, through an examination of its economic and social dimensions. Advertising and public relations will be approached as planned, organized activities, looking at the elements which comprise the basic general structure of advertising systems, and the historical development of advertising (forms, trends, and the professional sector) and public relations from their origins to the present day. In addition, advertising communication will be studied and critically analysed as a characteristic message at the heart of mass communication which is endowed with its own codes, relating this to the study of consumption as a signifying practice.

4. **Structures, Techniques and Organisation of Communication in Advertising and Public Relations** (48 credits- 8 subjects). The compulsory content of the module programme addresses the historical construction of strategy, including the fundamental concepts and the components of advertising strategy. Once strategic concepts have been covered, it will be necessary to turn to a description and investigation of communication processes and the inter-relationship between the principle agents of advertising and public relations (advertisers, advertising and media agencies, public relations companies, media) and the advertising audience. Following on from this, optional subjects encompass, on the one hand, an analysis and investigation of the organisational structure of advertising and public relations companies, and their evolution over time, with particular reference to the present-day structure of communication companies, and on the other, the theoretical and practical aspects of managing and directing projects in communication companies, together with an analysis of the negotiating factors and processes which shape the relationship between the advertiser and the different communication companies. Likewise, the theoretical and practical aspects concerning design and implementation of a public relations programme in public and private organisations is addressed, together with a study of all stages in the process and the development of strategies facilitating the application of persuasive communication policies. Policies which, in turn, are essential in order to address the theoretical and practical aspects of the written, oral and visual techniques employed in public relations practice in these organisations, and which correspond to the tactical component of strategic planning in Public Relations. Representing a specific public relations technique, the study of protocol and its application in event management is of crucial interest in public and private organisation communication processes. In terms of the public, and specialized communications, political and social interest communication encompasses the concepts, actors and flow of said communication, the principle processes of public, institutional and political communication, electoral processes (including initiating electoral campaigns), and the basic principles behind developing and initiating social interest campaigns.
5. **Management of Corporate Communication, Image and other Intangibles** (18 credits – 3 subjects). This comprises the theoretical and practical study of strategic global and comprehensive communication processes as intangible organisational assets, whether internal and external. Similarly, a theoretical and practical study is carried out of organisational corporate identity, the fundamental concepts behind strategic management of intangible organisational assets, strategic management of corporate image through communication, visual identity, social responsibility and the corporate context. The module concludes with a study of the theoretical and practical bases of researching, creating and managing brand image as an intangible organisational asset, together with an analysis of trends and innovation in relation to communication and brand names.
6. **Creativity in Advertising and Public relations** (42 credits- 7 subjects). Firstly, this module addresses an understanding of the concept of creativity, of the existing explanatory theories and the kind of thinking which favours creative production. Secondly, advertising as a form of informative-persuasive communication is analysed, together with the implications for language. Thirdly, in accordance with its location in the course programme, the strategic processes which determine creative decisions are examined, together with the principle categories and resources which lead to conceptualization, understood as expression of the message and adaptation of the concepts involved to the different communication media. As regards the optional subjects, these offer a more in-depth examination of the knowledge and skills necessary to improve communication efficiency through appropriate copywriting, visualization and composition, together with synergistic integration of the emerging, non-traditional forms of communication.
7. **Codes of Practice, Professional Self-Regulation and Legal Regulations** (12 credits – 1 subject). Content includes, on the one hand, a study of the legal framework provided by Commercial Law as it pertains to advertising and public relations, looking at the basic institutions and statutes and the relationship between communication subjects (companies, institutions, advertising agencies and public relations companies) and the production and distribution of the product (advertising contracts). This also encompasses the study of the inter-relationships between commercial communication and the market, including laws regulating competition, unfair competition, commercial advertising, the audiovisual and digital market, and the use of brands as an advertising tool. On the other hand, the above is complemented by the study of the ethical and institutional bases which regulate, from the point of view of professional conduct, the discourse and relationship between agents of strategic communication. Continuing in this vein, an understanding and the implementation of professional conduct is addressed, together with human resource management in advertising and public relations.
8. **Economics and the Advertising and Public Relations Company** (18 credits – 3 subjects). The basic concepts behind economic theory are the object of study in this module, including economic activity, exchange and the market, demand, supply and price, time and risk, economic production and inter-dependence, competitive markets, monopolies and unfair competition, imperfect information, externalities, macro-magnitudes and indicators, economic growth and development, the public sector and economic policy, monetary policy, and regional, national and international economic contexts. Basic concepts in relation to marketing will also be examined, such as marketing and the commercial planning process, the commercial context of the company (macro- and micro-environments), the market and consumer behaviour, segmentation and positioning, “marketing-mix” strategy design, product decisions, price fixing strategies, distribution channels and communication strategies. Finally, the module focuses on advertising and public relations companies, in terms of their context, together with setting objectives, strategic direction of the company, human resource management and new company creation.
9. **Applied Knowledge and Techniques in Advertising Communication** (48 credits – 8 subjects) This module comprises the study of the different morphological, dynamic and scaling elements which comprise the formal structure of an advertising image, together with the compositional principles governing syntax and artistic signification, and a theoretical and practical study of content and expressive form of audiovisual narratives in advertising messages. The module also includes the theoretical and practical study of different tools such as photographic, audio visual and graphic design techniques and processes in the production of advertising messages for printed and audiovisual media, together with post-production of digital images and sound for inclusion in audiovisual advertising.
10. **Applied Research and Management Techniques in Advertising and Public Relations.** (24 credits – 4 subjects). This module will address social research and its application in the study of consumption and communication, introducing secondary sources of information

and data collection using qualitative and quantitative techniques. In addition, students will study the analysis and selection of media in planning dissemination of advertising, audience analysis and research, media planning resources, media planning efficiency, and organisational structures for planning and buying media. Particular emphasis will be given, on the one hand, to a study of the process of market research (data collection, sampling, fieldwork, information analysis and report writing), market research applications (product research, prices and distribution), and advertising efficiency and assessment, and on the other, students will learn information retrieval, assessment and application strategies, principally using digital resources in contexts such as institutional, political, company, corporate and public communication, in addition to the application of the new communication and information technologies to advertising company management, and internal and external communication.

11. **Professional English for Advertising and Public Relations** (6 credits – 1 subject). This module looks at professional English for communication purposes in public relations and advertising, comprising a theoretical and practical study of specific terminology and communicative styles in English in the context of advertising and public relations.
12. **Intern Work Experience** (12 credits – 2 subjects). Intern Work Experience consists of student incorporation into professional practice, and the application of knowledge and skills acquired during the Degree course. Specific tasks will vary according to the post assigned to the Work Experience student. However, these tasks will in all cases be directly related to professional advertising practice in any of the profiles for which the Degree equips graduates.
13. **Final Project** (6 credits – 1 subject). The Final Project implies the preparation and oral presentation of a research Project, which may comprise an empirical analysis or a review of the literature in order to determine the state of the art in any defined area. A list of tutors will be established from among the university teachers at the Centre, specifying the maximum number of projects each teacher will supervise. The tutor's role will be to establish clearly with the student the subject and objectives of the final project, to supervise work in progress and to approve submission and oral presentation of the project. Final projects will be assessed by a Commission or Tribunal convened specifically for this purpose. Prior to evaluation for the final project, the student must provide evidence of ability in a foreign language. Among other forms of accreditation, the minimum necessary requirement at the University of Alicante is to have attained level B1 of the European Framework of Reference for Languages, and this requirement may be raised in the future.



### LANGUAGE REQUIREMENT (IN A FOREIGN LANGUAGE)

Students who study an **undergraduate degree** at the University of Alicante must **confirm** a minimum **level of B1 in a foreign language** (a B2 is recommended) in order to **obtain the diploma**.

The required language level is in accordance with the Common European Framework of Reference for Languages.

The language accreditation requirement can be obtained previously or at any time during university studies. However, the language requirement will be necessary in order to be able to **assess the final year project**.

The **different forms** of obtaining such language requirement can be consulted in the additional information in this section.

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### LANGUAGE TEACHING COMPETENCE CERTIFICATE

Students who want to have a career in non-university **teaching** when they finish their studies are **recommended** to obtain the **teaching competence certificate** (Valencian and/or foreign languages).

This certificate can be obtained by taking specific itineraries in your university studies or by taking the **UA teaching competence course in Valencian, German, French and English**.

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### FINAL YEAR PROJECT (TFG)

All the official undergraduate degrees must be completed by preparing and defending a final year project, which must be done in the final phase of the studies and be aimed at the assessment of competences associated to the degree.

The final year project must be an original, independent and personal work. The elaboration of it may be individual or coordinated. Each student will prepare this project under the supervision of a tutor, allowing students to show the received training content in an integrated way, as well as the acquired competences associated to the undergraduate degree.

In order to **register in the final year project**, students must comply with the requirements established in the "Regulations for continuation studies for students registered in undergraduate degrees at the University of Alicante". Among the requirements established to be able to register in the final year project, a minimum of 168 credits must be passed in undergraduate degrees with a total of 240 credits, and a minimum of 228 credits in undergraduate degrees with a total of 300 credits or more.

In order for **the final year project to be assessed**, a B1 level of a foreign language (B2 is recommended) must be confirmed.

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- [Access routes](#)
- [Procedure for applying for admission](#)
- [Recommended applicant profile](#)
- [Number of places and pass marks](#)

## ACCESS ROUTES

Admission to this degree course is open to any applicant who meets one of the following entrance requirements:

1. **SPANISH BACCALAUREATE (LOMCE) UNIVERSITY ENTRANCE EXAM (PAU):** Although students can access university by means of any Baccalaureate specialization, the recommended one is **Humanities and Social Sciences**.

## ADMISSION SCORES FOR THIS DEGREE CAN BE IMPROVED BY TAKING THE SPECIFIC MODULES OF THE UNIVERSITY ENTRANCE EXAM (PAU) AS INDICATED IN THE TABLE BELOW WITH THEIR RESPECTIVE WEIGHTINGS.

TABLE 1

 Publicity

2. **PREVIOUS BACCALAUREATES WITH OR WITHOUT A PASS IN THE UNIVERSITY ENTRANCE EXAM (PAU):** Students who have completed their Baccalaureate under previous education systems and have passed the PAU will be able to use the mark obtained in their application.

**HOWEVER, STUDENTS CAN TAKE SPECIFIC EXAM MODULES DURING THE VOLUNTARY PAU EXAM PERIOD IN ORDER TO IMPROVE THEIR ADMISSION SCORE AS SHOWN IN TABLE 1. THEY CAN ALSO SIT FOR THE OBLIGATORY PAU EXAMS, IN WHICH CASE THEY WILL HAVE TO TAKE ALL THE EXAMS SCHEDULED DURING THIS PERIOD.**

3. **VOCATIONAL EDUCATION:** Vocational educational qualifications such as senior technician, senior technician of plastic arts and design, or senior technician in sports is the preferred professional area although access to this degree may be through any professional field.

## ADMISSION SCORES CAN BE IMPROVED BY TAKING THE PAU EXAM IN UP TO 4 OF THE MODULES IN TABLE 1.

4. **STUDENTS FROM EDUCATION SYSTEMS IN COUNTRIES OF THE EUROPEAN UNION OR OTHER STATES WITH WHICH SPAIN HAS AN INTERNATIONAL AGREEMENT:** Accreditation is required and issued by **Universidad Nacional de Educación a Distancia (UNED)**.

**STUDENTS CAN SIT FOR EXAMS IN SUBJECTS INCLUDED IN THE *PRUEBAS DE COMPETENCIAS ESPECÍFICAS (PCE)*, ORGANISED BY THE UNED, IN ORDER TO IMPROVE THEIR ADMISSION SCORE UP TO 14 POINTS AS INDICATED IN THE WEIGHTINGS IN TABLE 1.**

5. **STUDENTS FROM FOREIGN EDUCATION SYSTEMS:** Prior to applying for the validation of their foreign Baccalaureate, students may sit for up to 4 exams in subjects offered by the *Pruebas de Competencias Específicas (PCE)* organised by **UNED** (at least one subject from the core subjects).

## THE WEIGHTINGS INDICATED IN TABLE 1 WILL BE APPLIED TO CORE AND/OR OPTIONAL SUBJECTS.

6. **OTHER:** University degrees and other similar qualifications. University entrance exam for students over 25 (preferential option: **Social and Legal Sciences**). Access on the basis of professional experience (applicants over 40 years of age). Access to applicants aged 45 years or more by means of an exam.

### Weightings of the subjects of the specific phase of the Proof of Access to the University (PAU) in the previous years

High School Diploma Subjects	Weighting parameters	Music Analysis II	Biology	Earth and Environmental Sciences	Drawing II	Technical Drawing II	Design	Business Economics	Electronics	Physics	Geography	Greek II	History of Music and Dance	Art History	Latin II	Musical Language and Practice	World Literature	Mathematics Applied to the Social Sciences II	Mathematics II	Chemistry	Expressive techniques in the Arts and Crafts	Industrial Technology II	
Academic Years 2010-11	0.1																						
2011-12	0.2	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x

Academic Years	0.1	x	x	x	x	x	x			x		x	x	x	x			x	x	x	
2012-13																					
2013-14																					
2014-15	0.2							x			x						x	x			
2015-16																					
2016-17																					

#### PROCEDURE FOR APPLYING FOR ADMISSION: PRE-ENROLMENT AND REGISTRATION

- Anticipated number of places offered during the first pre-enrolment session: 240
- In order to apply for a place, the procedure and pre-enrolment periods established each year must be observed. It is normally necessary to pre-enrol, and two pre-enrolment periods are established for this. The first period, or phase A is held in mid-June and the second, or phase B, is held in mid-September. During the second period, places may only be applied for on courses which have not been filled following phase A. Places are awarded on the basis of the preferences, criteria and reserve quotas established by current legislation. [Information concerning the application procedure \(Pre-enrolment\)](#).
- Applicants admitted to a course must formally register within the timescale established annually in the enrolment calendar (usually at the end of July and the end of September). Registration [Information](#).

#### RECOMMENDED APPLICANT PROFILE

New students should have a basic grounding in the social and human sciences, together with good skills in logical reasoning.

#### NUMBER OF PLACES AND PASS MARKS

YEARS	NUMBER OF PLACES	PASS MARKS						
		GENERAL	OVER 25	OVER 40	OVER 45	GRADUATES	SPORTSPEOPLE	DISABLED
2010-11	240	7,660	6,895	5,210	---	5,590	---	---
2011-12	240	7,935	6,968	5,000	---	6,260	5,000	5,000
2012-13	240	7,418	6,838	5,000	---	6,560	---	---
2013-14	240	7,262	5,195	5,000	5,000	5,000	---	5,000
2014-15	240	7,270	5,320	---	---	5,000	---	5,000
2015-16	240	7,358	5,330	---	---	6,800	---	---
2016-17	240	7,604	5,000	---	---	5,000	---	---
2017-18	240	7,938	5,510	---	---	5,000	5,000	---

- "Pass marks" indicated correspond to the results of the first adjudication of June.
- The definitive marks can be inferior to the here collected.

## PROFESSIONAL PROFILES

Professional profiles comprise:

- **Director of communications, researcher and strategic consultant in advertising and public relations.** Professionals who practice within organisations, advertising agencies, public relations companies or similar (accounts and strategic planning, for example), or in a consultancy.

The director of communications and the director of advertising and public relations in institutions or companies are responsible for establishing contact with a diverse potential public, both internal and external, together with planning, management and direction of the annual communication plan.

Researchers and/or strategic consultants identify the specific role communication is to play in each organisation and in marketing campaigns.

In both cases, the professional defines communication strategies in accordance with the objectives of the sponsor. He or she will plan the “ad hoc” research necessary in order to define the basic approach of the campaign, in addition to developing, implementing, supervising, conducting and directing campaigns. Such functions require knowledge of the markets, and of tools such as communication, monitoring and control.

- **Researchers, Strategic Planners and Media Buyers.** These professionals plan the suitability and characteristics of the media channels to be used in the communication campaign. They also investigate and monitor the audience of said channels and the latter's effectiveness within the defined communication objectives, with the aim of reaching the target audience through conventional and non-traditional media by buying and creating spaces and media under the best possible conditions.
- **Creative and Designer.** Professionals specialising in creative advertising using a wide range of media. Roles encompass everything from creating and visualizing the advertising idea, to adapting it for implementation in different media. Areas of specialization include creative services director, arts director, copywriter and webmaster (creativity applied to the Web). The task of supervising the process to the finished product and overseeing physical production of the media corresponds to project and traffic managers.
- **Corporate communications manager.** Professionals responsible for strategic management of corporate image and communications, as regards both intangible aspects (visual identity, corporate communication and culture) and functional relationships (finance, commerce, production, etc). Further responsibilities include establishing constructive dialogue with the diverse public of relevance to the company, whether internal or external, and protecting corporate reputation as regards the degree to which commitments to this public are fulfilled.

## IMPLEMENTATION TIMESCALE

The new Degree in Advertising and Public Relations at the University of Alicante will be implemented year by year as the old Degree is phased out. This process will begin in the academic year 2010/2011, and will conclude in the year 2013/2014.

YEAR	ACADEMIC YEAR			
	2010/2011	2011/2012	2012/2013	2013/2014
First	New Degree (Grado)	New Degree (Grado)	New Degree (Grado)	New Degree (Grado)
Second		New Degree (Grado)	New Degree (Grado)	New Degree (Grado)
Third			New Degree (Grado)	New Degree (Grado)
Fourth				New Degree (Grado)

## TIMESCALE

Academic Year	Implementation of the new Degree (Grado) in Advertising and Public Relations	Phasing out of the old Degree (Licenciatura) (Licenciatura) in Advertising and Public Relations
2010/2011	1st Year	1st Year
2011/2012	2nd Year	2nd Year
2012/2013	3rd Year	3rd Year
2013/2014	4th Year	4th Year

**CREDIT EQUIVALENCE BETWEEN SUBJECTS IN THE FORMER DEGREE (LICENCIATURA) IN ADVERTISING AND PUBLIC RELATIONS AND THE NEW DEGREE (GRADO) IN ADVERTISING AND PUBLIC RELATIONS**


Former Degree (Licenciatura) in Advertising and Public Relations (Course programme B154, 2002)				New Degree (Grado) in Advertising and Public Relations		
Code	Year	Credits	Subject	Subject	Year	ECTS
10011	1st	6	Analysis and Expression in Written Communication and Information	Communication and Written Media (core)	1st	6
10010	1st	6	Psychosocial Bases of Communication	Social Psychology of Communication (core)	1st	6
10008	1st	6	Communication and Written Information	Communication and Written Media (core)	1st	6
10007	1st	6	History of the Contemporary World I	Economic and Social History of Spain (opt)	1st	6
10012	1st	6	Introduction to Social Communication	Basics of Communication I (core)	1st	6
10009	1st	6	Introduction to Advertising	Theory of Advertising (comp.)	1st	6
10017	1st	6	Global Communication	Corporate Communication (comp.)	2nd	6
10018	1st	6	History of the Contemporary World II	Contemporary Economic, Social and Political History (core)	4th	6
10015	1st	6	Introduction to Economics	Introduction to Economics (core)	1st	6
10013	1st	6	Sociology	-	-	-
10016	1st	6	Qualitative Techniques for Social Research	Social Research Techniques in Communication (core)	2nd	6
10014	1st	6	Social Research Techniques		2nd	6
10039	2nd	6	Analysis and Expression in Audiovisual Communication and Information	Communication and Audiovisual Media (core)	1st	6
10031	2nd	6	Communication and Audiovisual Information	Audiovisual Techniques (comp.)	2nd	6
10038	2nd	6	Sources and Channels of Information	Information Management in Communication (comp.)	4th	6
10035	2nd	4,5	Social Structure	Social Structure (core)	2nd	6
10032	2nd	6	Introduction to Public Relations	Theory of Public Relations (comp.)	1st	6
10034	2nd	4,5	Catalan Language I	-	-	-
10037	2nd	4,5	Catalan Language II	-	-	-
10033	2nd	4,5	Spanish Language I	-	-	-
10036	2nd	4,5	Spanish Language II	-	-	-
10042	2nd	6	Introduction to Marketing	Basics of Marketing (core)	1st	6
10041	2nd	6	Advertising Language	Advertising Language (comp.)	2nd	6
10040	2nd	6	Semiotics of Mass	Semiotics of Mass	2nd	6

			Communication	Communication (comp.)		
10043	3rd	6	Creativity in Advertising I	Basics of Creativity (comp.)	2nd	6
10020	3rd	4,5	Creativity in Advertising II	Creative Strategy and Conceptualisation (comp.)	3rd	6
10021	3rd	6	Advertising Communication Strategy	Advertising and Public Relations Strategy (comp.)	2nd	6
10019	3rd	6	Social Influence	Psychosocial Processes of Social Influence and Advertising (comp.)	4th	6
10025	3rd	4,5	Writing Advertising Texts	Writing Advertising Texts (comp.)	3rd	6
10026	3rd	6	Corporate Image	Corporate Image (comp.)	3rd	6
10022	3rd	6	Image and Advertising	Image Theory Applied to Advertising (comp.)	3rd	6
10024	3rd	4,5	The Semiotics of Advertising	The Semiotics of Advertising and Consumption (comp.)	3rd	6
10023	3rd	6	Sociolinguistics	-	-	-
10027	3rd	6	The Sociology of Mass Communication	Basics of Communication II	1st	6
10028	4th	6	Introduction to Research in Advertising Media	Media Research and Planning (comp.)	4th	6
10030	4th	6	Systems and Processes in Advertising and Public Relations	Systems and Processes in Advertising and Public Relations (comp.)	4th	6
10029	4th	6	Theory and techniques of public relations I	Planning public relations (comp.)	3rd	6
10044	4th	4,5	Theory and Techniques of Public Relations II	Public Relations Techniques (comp.)	3rd	6
10050	4th	4,5	Professional Codes of Practice in Advertising and Public Relations	Professional Codes of Practice in Advertising and Public Relations (comp.)	3rd	6
10045	4th	4,5	Advertising Law	Introduction to law for advertising and communication (core)	1st	6
10047	4th	4,5	Advertising Design	Art Direction (opt.)	4th	6
10048	4th	6	Applied Audiovisual Narrative	Audiovisual Narrative Applied to Advertising (comp.)	3rd	6
10049	4th	6	Development and Production in Print Media	Production and Development in Audiovisual Media (comp.)	3rd	6
10046	4th	6	Realisation and Production in Half Printed Matter	Production and Development in Print Media (comp.)	4th	6



Credit equivalence with the new Degree (Grado) course programme has been established for a total of 324 credits in the current Advertising and Public Relations Degree (Licenciatura) course programme. Of these, 180 correspond to core and compulsory subjects, and 143.5 to optional subjects.

Credits taken by Advertising and Public Relations students not listed in the above table may be validated by means of:

1. Degree course optional credits, up to the maximum number of optional credits established for each degree course.
2. Recognised free-elective credits validated for university, cultural or representational activities will be validated for the degree course, with a maximum of up to 6 academic credits to be validated for various activities, as set out in Art. 12.8 Royal Decree 1393/2007 (participation in cultural, sporting, student representation, charity and cooperation activities).





**CREDIT EQUIVALENCE BETWEEN FIRST YEAR OPTIONAL SUBJECTS**

Former Degree (Licenciatura) in Advertising and Public Relations (Course programme B154, 2002)				New Degree (Grado) in Advertising and Public Relations		
Code	Year	Credits	Subject	Subject	Year	ECTS
10075	Op 1 <sup>st</sup> Year	4,5	Textual analysis	-	-	-
10067	Op 1 <sup>st</sup> Year	4,5	Animated cinema	-	-	-
10073	Op 1 <sup>st</sup> Year	4,5	Communication and information on the Internet	-	-	-
10065	Op 1 <sup>st</sup> Year	4,5	Communication and cultural studies	-	-	-
10063	Op 1 <sup>st</sup> Year	4,5	Communication and health	-	-	-
10062	Op 1 <sup>st</sup> Year	4,5	Effects of social communication and assessing the effectiveness of advertising	-	-	-
10054	Op 1 <sup>st</sup> Year	4,5	Training in social skills	-	-	-
10052	Op 1 <sup>st</sup> Year	4,5	Statistics applied to advertising	-	-	-
10058	Op 1 <sup>st</sup> Year	4,5	Structure of audiovisual programming	-	-	-
10072	Op 1 <sup>st</sup> Year	4,5	Accounts management	Accounts management (op)	4 <sup>th</sup> Year	6
10070	Op 1 <sup>st</sup> Year	4,5	Advertising scriptwriting	Audiovisual narrative applied to advertising (ob)	3 <sup>rd</sup> Year	6
10068	Op 1 <sup>st</sup> Year	4,5	Tools for graphic design I	Tools for graphic design (ob)	2 <sup>nd</sup> Year	6
10069	Op 1 <sup>st</sup> Year	4,5	Tools for graphic design II	Tools for graphic design (ob)	2 <sup>nd</sup> Year	6
10051	Op 1 <sup>st</sup> Year	4,5	History of advertising	History of advertising (op)	4 <sup>th</sup> Year	6
10061	Op 1 <sup>st</sup> Year	4,5	Verbal expression as an instrument of persuasion	-	-	-
10066	Op 1 <sup>st</sup> Year	4,5	Advertising mythology	-	-	-
10060	Op 1 <sup>st</sup> Year	4,5	Public opinion and advertising	-	-	-
10064	Op 1 <sup>st</sup> Year	4,5	Trans-cultural advertising	-	-	-
10056	Op 1 <sup>st</sup> Year	4,5	Advertising and contemporary art I	-	-	-
10071	Op 1 <sup>st</sup> Year	4,5	Advertising workshop I	-	-	-
10057	Op 1 <sup>st</sup> Year	4,5	Technology of audiovisual media	Audiovisual techniques (ob)	2 <sup>nd</sup> Year	6
10059	Op 1 <sup>st</sup> Year	4,5	Theory and history of cinema I	-	-	-
10074	Op 1 <sup>st</sup>	4,5	Theory and technique of	-	-	-

	Year		radio communication			
10053	Op 1 <sup>st</sup> Year	4,5	The use of Catalan in advertising and public relations	-	-	-

**CREDIT EQUIVALENCE BETWEEN SECOND YEAR OPTIONAL SUBJECTS**

Former Degree (Licenciatura) in Advertising and Public Relations (Course programme B154, 2002)				New Degree (Grado) in Advertising and Public relations		
Code	Year	Credits	Subject	Subject	Year	ECTS
10086	Op 2 <sup>nd</sup> Year	4,5	Psychosocial analysis of advertising	Psychosocial processes of influence and advertising (opt.)	4th	6
10130	Op 2 <sup>nd</sup> Year	4,5	Social change and communication	-	-	-
10098	Op 2 <sup>nd</sup> Year	4,5	Election campaigns	-	-	-
10085	Op 2 <sup>nd</sup> Year	4,5	Posters and contemporary graphic design	Advertising posters (opt.)	4th	6
10055	Op 2 <sup>nd</sup> Year	4,5	Spoken Catalan for advertising and public relations	-	-	-
10126	Op 2 <sup>nd</sup> Year	4,5	Social causes and advertising	-	-	-
10108	Op 2 <sup>nd</sup> Year	4,5	Corporate cinema and video	-	-	-
10103	Op 2 <sup>nd</sup> Year	4,5	Advertising cinema and video	-	-	-
10097	Op 2 <sup>nd</sup> Year	4,5	Colour and advertising	-	-	-
10083	Op 2 <sup>nd</sup> Year	4,5	Political behaviour	-	-	-
10102	Op 2 <sup>nd</sup> Year	4,5	Non-verbal communication and advertising	-	-	-
10079	Op 2 <sup>nd</sup> Year	4,5	Political communication and propaganda	Social interest and political communication (opt.)	4th	6
10087	Op 2 <sup>nd</sup> Year	4,5	Communication and architecture	-	-	-
10120	Op 2 <sup>nd</sup> Year	4,5	Communication and financial organisations	-	-	-
10119	Op 2 <sup>nd</sup> Year	4,5	Communication and the labour market	-	-	-
10093	Op 2 <sup>nd</sup> Year	4,5	Communication and advertising in franchise companies	-	-	-
10077	Op 2 <sup>nd</sup> Year	4,5	Consumer behaviour and commercial management	-	-	-

10128	Op 2 <sup>nd</sup> Year	4,5	Art direction	Art direction (opt.)	4th	6
10104	Op 2 <sup>nd</sup> Year	4,5	Advertising photography direction	Advertising photography (opt.)	4th	6
10094	Op 2 <sup>nd</sup> Year	4,5	Design and advertising on the Internet	-	-	-
10099	Op 2 <sup>nd</sup> Year	4,5	Audiovisual documentation	-	-	-
10092	Op 2 <sup>nd</sup> Year	4,5	The Spanish language and communication environments	-	-	-
10113	Op 2 <sup>nd</sup> Year	4,5	The advertising company	Structure of advertising and public relations (opt.)	4th	6
10129	Op 2 <sup>nd</sup> Year	4,5	The product/service advertising environment	-	-	-
10076	Op 2 <sup>nd</sup> Year	4,5	Technical Spanish	-	-	-
10121	Op 2 <sup>nd</sup> Year	4,5	Labelling and package design	-	-	-
10096	Op 2 <sup>nd</sup> Year	4,5	Artistic and advertising photography	Advertising photography (opt.)	4th	6
10105	Op 2 <sup>nd</sup> Year	4,5	Advertising photography	Advertising photography (opt.)	4th	6
10125	Op 2 <sup>nd</sup> Year	4,5	Brand image	Trends in brand management (opt.)	4th	6
10080	Op 2 <sup>nd</sup> Year	4,5	Market research	Market research (opt.)	4th	6
10133	Op 2 <sup>nd</sup> Year	4,5	Quality in advertising and public relations companies	-	-	-
10100	Op 2 <sup>nd</sup> Year	4,5	Advertising in the European Union	-	-	-
10084	Op 2 <sup>nd</sup> Year	4,5	Political and electoral marketing	-	-	-
10111	Op 2 <sup>nd</sup> Year	4,5	The communication media; advertising and gender	-	-	-
10106	Op 2 <sup>nd</sup> Year	4,5	Audiovisual montage and post-production in advertising	Audiovisual post- production in advertising (opt.)	4th	6
10114	Op 2 <sup>nd</sup> Year	4,5	Negotiating advertising campaigns	Accounts management (opt.)	4th	6
10101	Op 2 <sup>nd</sup> Year	4,5	New advertising channels	New advertising channels (opt.)	4th	6

10081	Op 2 <sup>nd</sup> Year	4,5	Organising and managing communication agencies	-	-	-
10078	Op 2 <sup>nd</sup> Year	4,5	Sponsorship and patronage	New advertising channels (opt.)	4th	6
10091	Op 2 <sup>nd</sup> Year	4,5	Intercultural pragmatics	-	-	-
10118	Op 2 <sup>nd</sup> Year	4,5	Communication programmes for sporting organisations	-	-	-
10110	Op 2 <sup>nd</sup> Year	4,5	Institutional and business protocol	Protocol and events in institutions and business (opt.)	4th	6
10124	Op 2 <sup>nd</sup> Year	4,5	Corporate advertising	-	-	-
10095	Op 2 <sup>nd</sup> Year	4,5	Advertising and contemporary art II	-	-	-
10115	Op 2 <sup>nd</sup> Year	4,5	Advertising and shopping centres	-	-	-
10116	Op 2 <sup>nd</sup> Year	4,5	Advertising and SMEs	-	-	-
10117	Op 2 <sup>nd</sup> Year	4,5	Advertising and tourism	-	-	-
10127	Op 2 <sup>nd</sup> Year	4,5	Script writing and voice-overs in audiovisual media	-	-	-
10109	Op 2 <sup>nd</sup> Year	4,5	Public relations and fund raising	-	-	-
10123	Op 2 <sup>nd</sup> Year	4,5	Signage	-	-	-
10131	Op 2 <sup>nd</sup> Year	4,5	World system and communication	-	-	-
10089	Op 2 <sup>nd</sup> Year	4,5	Sociology of contemporary culture and the arts	Sociology of contemporary culture and the arts (opt.)	4th	6
10132	Op 2 <sup>nd</sup> Year	4,5	Sociology of music in audiovisual communication	-	-	-
10090	Op 2 <sup>nd</sup> Year	4,5	Population sociology	-	-	-
10082	Op 2 <sup>nd</sup> Year	4,5	Consumer sociology	-	-	-
10122	Op 2 <sup>nd</sup> Year	4,5	Advertising workshop II	-	-	-
10112	Op 2 <sup>nd</sup> Year	4,5	Communication techniques at the point of sale	New advertising channels (opt.)	4th	6

10107	Op 2 <sup>nd</sup> Year	4,5	Theory and history of cinema II	-	-	-
10088	Op 2 <sup>nd</sup> Year	4,5	Advertising typography			
	Op	12-18	Work Experience (*)	Work Experience (op)	4t	12

(\*) Recognition of Work Experience is done through the Commission on Recognition and Credit Transfer Center.

**DEGREE IN PUBLICITY AND PUBLIC RELATIONS. SYLLABUS SUMMARY**

publicidad





- [Verified Report](#)
- [Resolution from the Universities Council: Positive verification](#)
- [Resolution from the Universities Council: Accreditation renewal](#)
- [Authorization from the Valencian Government](#)

#### Internal Quality Assurance System (SGIC) of the Title

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- Structure of the Centre for Quality
  - [Comission of Internal Quality Guarantee](#)
  - [Other Commissions](#)
- [Handbook SGIC](#)
- [Procedures](#)
  - [Strategic \(PE\)](#)
  - [Key \(PC\)](#)
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  - [Measurement \(PM\)](#)
- [Management of the SGIC \(Access to ASTUA\)](#)

#### Follow-up of the Title

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- [Self-reports UA](#)
- [External reports AVAP](#)
- [Other reports](#)
- [Improvement Plans](#)
- [Progress and Learning Outcomes](#)

Information about the Centre	General information for students
<ul style="list-style-type: none"> <li>• <b>Faculty of Economic and Business Sciences Secretary of Faculty (Building Germán Bernácer)</b> Telephone:+ 34 96 590 3670/3671 Fax:+ 34 96 590 9789 <a href="mailto:facu.economiques@ua.es">facu.economiques@ua.es</a> <a href="http://economicas.ua.es/en/">economicas.ua.es/en/</a></li> <li>• <a href="#">Specific information about degree in Advertising and Public Relations</a></li> <li>• <a href="#">Mobility Programme</a></li> <li>• <a href="#">Work experience with companies and institutions</a></li> <li>• <a href="#">Reception and welcome events</a></li> <li>• <a href="#">Tutorial Action Programme</a></li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Grants and assistance</a></li> <li>• <a href="#">Accommodation</a></li> <li>• <a href="#">Student refectories and cafeterias</a></li> <li>• <a href="#">Transport</a></li> <li>• <a href="#">Emergency medical care</a></li> <li>• <a href="#">Insurance</a></li> <li>• <a href="#">Services for students with special needs</a></li> <li>• <a href="#">Student representation and participation</a></li> <li>• <a href="#">University student identity card (TIU)</a></li> <li>• <a href="#">Frequently asked questions</a></li> </ul>
UA: General Regulations	+ Information about qualifications
<ul style="list-style-type: none"> <li>• <a href="#">Academic regulations and procedures of the University of Alicante</a></li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Official State Gazette (BOE) on publication of course programmes Modification</a></li> <li>• <a href="#">Information pamphlet</a></li> <li>• <a href="#">Video presentation of the degree</a></li> </ul>