

DEGREE IN PUBLICITY AND PUBLIC RELATIONS (2024-25)

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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 reasons for success or failure in the professional communication 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 conviction in their professional practice. Therefore, they should be proficient in the language/languages of their region, and in English.
- Graduates will be equipped to design, plan and assess tasks and documents 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, resulting in 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.
- Grounding 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 interact 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.

- [Description of the degree course](#)
- [Detailed description of the degree programme](#)
- [General description of the degree programme](#)

GENERIC 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 (FC)	60
Complementary (CC)	120
Optional (OP)	30
Final Project	30
Total Credits	240

GENERAL DESCRIPTION OF THE COURSE PROGRAMME

Subjects on the Degree course have been divided into three modules. The modules have been structured and the subjects distributed according to academic disciplines. 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), while subjects corresponding specifically to communicating in advertising and public relations are taught in the second half (third and fourth years).

Details of the modules are given below:

- Fundamentals of Communication and Communication Processes (20 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 authors 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 laws. In addition, communication as an interpersonal process will be explored, as will psychosocial models of communication, hierarchical processes, behaviour, attitudes and attitude change, communication and social influence, persuasive communication, practical 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 structured and interpreted through codes and aesthetic choices, 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.
- Interaction between the Evolution of the Sociocultural Context and Communication (20 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 (theory and future aspects) 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 avant-garde movement to the post-modern movement and the new technologies, looking particularly at the relevance of art on contemporary sociological processes and the audiovisual process of contemporary art. Taking a psychological approach, the direct and indirect processes of social influence will be examined, looking at advertising and the mass media, attitudes and attitude change, psychological processes, techniques and strategies in social influence, integrative 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 20th century. This will be followed by an analysis of the most influential social and economic changes which occurred in Spain in the 20th century.
- 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, organised 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 in the present day. In addition, advertising communication will be studied and critically analysed as a transactional message which is endowed with its own codes, relating this to the study of consumption as a signifying practice.
- Structures, Techniques and Organisation of Communication in Advertising and Public Relations (40 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 principal agents of advertising and public relations: advertiser, advertising and media agencies, public relations companies, media and the advertising industry. Finally, on this third, optional subjects encompass, on the one hand, an analysis and investigation of the organisational structure of advertising and public relations companies, and the 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 regulatory 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 online, old and social 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 use 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 specialised communications, political and social interest communication encompasses the concepts, actors and flow of said communication, the principal processes of public, institutional and political communication, electoral campaigns (including relating electoral campaigns), and the basic principles behind developing and relating social research campaigns.
- Management of Corporate Communication, Image and other Intangible (10 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, brand identity, social responsibility and the corporate brand. 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 needs and innovation in relation to communication and brand names.
- 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 furours 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 principal categories and resources which lead to conceptualisation, ordered as an expression of the message and adaptation of the concepts involved in 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, visualisation and composition, together with synergistic integration of the emerging, non-traditional forms of communication.
- 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-relationship between commercial communication and the media, 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 the work on understanding and the implementation of professional conduct is addressed, together with human resource management in advertising and public relations.
- 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 other competition, imperfect information, externalities, macro-aggregates and indicators, economic growth and development, the public sector and economic policy, monetary policy, and national, regional 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 structure, together with selling objectives, strategic objectives of the company, human resources management and new company models.
- Applied Knowledge and Techniques in Advertising Communication (40 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 aesthetic signification, and a theoretical and practical study of content and expressive form of audiovisual materials 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, with post-production of digital images and sound for inclusion in audiovisual advertising.
- 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 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, follow-up, 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.
- 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.
- 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.
- 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 topics will be established from among the university teachers at the Centre, specifying the maximum number of projects which teacher will supervise. The tutor role will be to establish clarity with the student the subject and objectives of the final project, to supervise work progress and to approve assessment and oral presentation of the project. Final projects will be assessed by a Commission of Technical Control 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 obtained level B1 of the European Framework of Reference for Languages, and the requirement may be waived in the future.

LANGUAGE REQUIREMENT (IN A FOREIGN LANGUAGE)

Students who study an undergraduate degree at the University of Alicante must complete a minimum level of B1 in a foreign language in B1 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 assess the final year project.

The different ways 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 take a course in the university teaching their studies are recommended to obtain the teaching competence certificate (certificate under foreign languages).

The certificate can be obtained by taking specific courses in your university studies or by taking the BA 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 subject to the assessment of competence associated to the degree.

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

In order to register for the final year project, students must comply with the requirements established in the "Regulation for coordination guide 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 180 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 in B1 level of a foreign language (B2 is recommended) must be confirmed.

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- [Access routes](#)
- [Procedure for applying for admission](#)
- [Administrative regulations](#)
- [Number of places and costs](#)

ACCESS ROUTES

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

- 1. **GRADUATE RECALCULATED COURSE (UNIVERSITY ENTRANCE EXAM (PAU))**, through students can access directly by means of any Baccalauréat qualification, 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

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3. **PREVIOUS BACCALAUREATE WITH OR WITHOUT A PASS IN THE UNIVERSITY ENTRANCE EXAM (PAU)**: Students who have completed their Baccalauréat under previous education systems and have passed the PAU will be able to use the marks 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 EXAM IN WHICH CASE THEY WILL HAVE TO TAKE ALL THE EXAMS SCHEDULED DURING THIS PERIOD.

4. **VOCATIONAL BACCALAUREATE**: Vocational educational qualifications such as senior technical, senior technical in sports or design, or senior technical in sports in the preferred professional area through access to the 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.

5. **STUDENT'S PRIOR EDUCATION SYSTEMS IN COUNTRIES OF THE EUROPEAN UNION OR OTHER STATES WITH WHICH SPAIN HAS AN INTERNATIONAL AGREEMENT**: Accreditation is required and issued by *Ministerio Nacional de Educación e Innovación (MINECO)*.

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.

6. **STUDENTS FROM FOREIGN EDUCATION SYSTEMS**: Prior to applying for the admission of this degree, international students may sit for up to 4 exams in subjects offered by the *Pruebas de Competencias Específicas (PCE)* organised by UNED or have one subject from the same subjects.

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

7. **OTHER**: University degrees and other similar qualifications, University entrance exam for students over 25 (generalized 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.

Year of admission	Weightings of the subjects of the specific phase of the Proof of Access to the University (PAU) in the previous years																				
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
2020-21	0,1																				
2021-22	0,2	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
2022-23	0,1	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
2023-24																					
2024-25	0,2																				

PROCEDURE FOR APPLYING FOR ADMISSION: PRE-ENROLLMENT AND REGISTRATION

- Anticipated number of places offered during the first pre-enrollment season: 240.
- In order to apply for a place, the pre-enrollment and pre-enrollment periods established each year must be observed. It is normally necessary to pre-enroll, and two pre-enrollment 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 quotes established by current legislation.
- Applicants admitted to a course must formally register within the timeframe established annually in the enrollment calendar (usually at the end of July and the end of September). Registration: [enrollment](#).

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

YEAR	NUMBER OF PLACES	PASS MARKS				
		MINIMUM	75%	50%	25%	0%
2020-21	240	4,000	3,750	3,500	3,250	3,000
2021-22	240	4,000	3,750	3,500	3,250	3,000
2022-23	240	4,000	3,750	3,500	3,250	3,000
2023-24	240	4,000	3,750	3,500	3,250	3,000
2024-25	240	4,000	3,750	3,500	3,250	3,000

- "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 its 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 illustrating the advertising idea, to adapting it for implementation in different media. Areas of specialisation include creative services director, art director, copywriter and administrator (specialty applied to the field). 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, in regards both intangible assets (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 the 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 (Grads)	New Degree (Grads)	New Degree (Grads)	New Degree (Grads)
Second		New Degree (Grads)	New Degree (Grads)	New Degree (Grads)
Third			New Degree (Grads)	New Degree (Grads)
Fourth				New Degree (Grads)

TIMESCALE

Academic Year	Implementation of the new Degree (Grads) 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 6154, 2005)				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 (cont)	1st	6	
10010	1st	6	Psychological Bases of Communication	Social Psychology of Communication (cont)	1st	6	
10009	1st	6	Communication and Written Information	Communication and Written Media (cont)	1st	6	
10007	1st	6	History of the Contemporary World I	Economic and Social History of Spain (1st)	1st	6	
10007	1st	6	Introduction to Social Communication	Basics of Communication I (cont)	1st	6	
10009	1st	6	Introduction to Advertising	Theory of Advertising (cont)	1st	6	
10017	1st	6	Global Communication	Corporate Communication (cont)	2nd	6	
10015	1st	6	History of the Contemporary World II	Contemporary Economic, Social and Political History (cont)	4th	6	
10015	1st	6	Introduction to Economics	Introduction to Economics (cont)	1st	6	
10013	1st	6	Sociology				
10023	1st	6	Qualitative Techniques for Social Research	Social Research Techniques in Communication (cont)	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 (cont)	1st	6	
10031	2nd	6	Communication and Audiovisual Information	Audiovisual Techniques (cont)	2nd	6	
10038	2nd	6	Evolution and Channels of Information	Information Management in Communication (cont)	4th	6	
10028	2nd	4.5	Social Business	Social Business (cont)	3rd	6	
10032	2nd	6	Introduction to Public Relations	Theory of Public Relations (cont)	1st	6	
10024	2nd	4.5	Catalan Language I				
10027	2nd	4.5	Catalan Language II				
10023	2nd	4.5	Spanish Language I				
10026	2nd	4.5	Spanish Language II				
10040	2nd	6	Introduction to Marketing	Basics of Marketing (cont)	1st	6	
10041	2nd	6	Advertising Language	Advertising Language (cont)	2nd	6	
10040	2nd	6	Semiotics of Mass Communication	Semiotics of Mass Communication (cont)	2nd	6	
10043	3rd	6	Creativity in Advertising I	Basics of Creativity (cont)	2nd	6	
10020	3rd	4.5	Creativity in Advertising II	Creative Strategy and Compensation (cont)	3rd	6	
10021	3rd	6	Advertising Communication Strategy	Advertising and Public Relations Strategy (cont)	2nd	6	
10019	3rd	6	Social Influence	Psychological Processes of Social Influence and Advertising (cont)	4th	6	
10025	3rd	4.5	Writing Advertising Texts	Writing Advertising Texts (cont)	3rd	6	
10026	3rd	6	Corporate Image	Corporate Image (cont)	3rd	6	
10027	3rd	6	Image and Advertising	Image Theory Applied to Advertising (cont)	3rd	6	
10024	3rd	4.5	The Semiotics of Advertising	The Semiotics of Advertising and Consumption (cont)	3rd	6	
10023	3rd	6	Sponsorship				
10027	3rd	6	The Sociology of Mass Communication	Basics of Communication in Mass Media (cont)	1st	6	
10028	4th	6	Introduction to Research in Advertising Media	Media Research and Planning (cont)	4th	6	
10020	4th	6	Systems and Processes in Advertising and Public Relations	Systems and Processes in Advertising and Public Relations (cont)	4th	6	
10023	4th	6	Theory and Techniques of Public Relations I	Planning public relations (cont)	3rd	6	
10044	4th	4.5	Theory and Techniques of Public Relations II	Public Relations Strategy (cont)	3rd	6	
10050	4th	4.5	Professional Codes of Practice in Advertising and Public Relations	Professional Codes of Practice in Advertising and Public Relations (cont)	3rd	6	
10045	4th	4.5	Advertising Law	Introduction to Law for advertising and communication (cont)	1st	6	
10047	4th	4.5	Advertising Design	Art Direction (cont)	4th	6	
10043	4th	6	Applied Audiovisual Narratives	Audiovisual Narratives Applied to Advertising (cont)	3rd	6	
10049	4th	6	Development and Production in Print Media	Production and Development in Audiovisual Media (cont)	2nd	6	
10046	4th	6	Production and Development in Post-Print Media	Production and Development in Post-Print Media (cont)	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 non-academic 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 1333/2007 (participation in cultural, sporting, student representation, charity and cooperation activities).

3. 3. 3. 3. 3. 3.

CREDIT EQUIVALENCE BETWEEN FIRST YEAR OPTIONAL SUBJECTS

Former Degree (Licenciatura) in Advertising and Public Relations (Course programme 8154, 2002)				New Degree (Grado) in Advertising and Public Relations		
Code	Year	Credits	Subject	Subject	Year	ECTS
10071	Op 1 st Year	4.5	Visual analysis	-	-	-
10007	Op 1 st Year	4.5	Visual creative	-	-	-
10073	Op 1 st Year	4.5	Communication and information on the internet	-	-	-
10083	Op 1 st Year	4.5	Communication and cultural abilities	-	-	-
10083	Op 1 st Year	4.5	Communication and health	-	-	-
10082	Op 1 st Year	4.5	Effects of social communication and assessing the effectiveness of advertising	-	-	-
10044	Op 1 st Year	4.5	Training in social skills	-	-	-
10082	Op 1 st Year	4.5	Statistics applied to advertising	-	-	-
10080	Op 1 st Year	4.5	Structure of audiovisual programming	-	-	-
10072	Op 1 st Year	5.5	Accounts management	Accounts Management (9)	4 th Year	9
10070	Op 1 st Year	5.5	Advertising scripting	Auditorial narrative applied to advertising (9)	2 nd Year	9
10088	Op 1 st Year	4.5	Tasks for graphic design I	Tasks for graphic design (9)	2 nd Year	9
10089	Op 1 st Year	4.5	Tasks for graphic design II	Tasks for graphic design (9)	2 nd Year	9
10021	Op 1 st Year	5.5	History of advertising	History of advertising (9)	4 th Year	9
10081	Op 1 st Year	5.5	Verbal expression as an instrument of persuasion	-	-	-
10086	Op 1 st Year	4.5	Advertising mythology	-	-	-
10090	Op 1 st Year	4.5	Public opinion and advertising	-	-	-
10044	Op 1 st Year	4.5	Trans-cultural advertising	-	-	-
10090	Op 1 st Year	4.5	Advertising and contemporary art I	-	-	-
10071	Op 1 st Year	4.5	Advertising workshop I	-	-	-
10087	Op 1 st Year	5.5	Technology of audiovisual media	Auditorial techniques (9)	2 nd Year	9
10089	Op 1 st Year	5.5	Theory and history of cinema	-	-	-
10074	Op 1 st Year	4.5	Theory and techniques of radio communication	-	-	-
10023	Op 1 st Year	4.5	The role of Catalan in advertising and public relations	-	-	-

CREDIT EQUIVALENCE BETWEEN SECOND YEAR OPTIONAL SUBJECTS

Former Degree (Licenciatura) in Advertising and Public Relations (Course programme 8154, 2002)				New Degree (Grado) in Advertising and Public Relations			
Code	Year	Credits	Subject	Subject	Year	ECTS	
1000	Op 2 nd Year	4.5	Psychological processes of advertising	Psychological processes of influence and advertising (opt.)	4th	6	-
10130	Op 4 th Year	4.5	Social change and communication	-	-	-	-
10065	Op 4 th Year	4.5	Election campaigns	-	-	-	-
10063	Op 4 th Year	4.5	History and contemporary graphic design	Advertising posters (opt.)	4th	6	-
10065	Op 4 th Year	4.5	System Creation for advertising and public relations	-	-	-	-
10126	Op 2 nd Year	4.5	Social issues and advertising	-	-	-	-
10168	Op 4 th Year	4.5	Corporate cinema and video	-	-	-	-
10103	Op 4 th Year	4.5	Advertising cinema and video	-	-	-	-
10067	Op 2 nd Year	4.5	Colour and advertising	-	-	-	-
10063	Op 4 th Year	4.5	Political behaviour	-	-	-	-
10168	Op 2 nd Year	4.5	Non-verbal communication and advertising	-	-	-	-
10079	Op 4 th Year	4.5	Political communication and propaganda	Social interest and political communication (opt.)	4th	6	-
10067	Op 4 th Year	4.5	Communication and multimedia	-	-	-	-
10120	Op 4 th Year	4.5	Communication and financial organisations	-	-	-	-
10119	Op 4 th Year	4.5	Communication and the labour market	-	-	-	-
10063	Op 2 nd Year	4.5	Communication and advertising in franchise companies	-	-	-	-
10077	Op 4 th Year	4.5	Consumer behaviour and commercial management	-	-	-	-
10128	Op 4 th Year	4.5	Art direction	Art direction (opt.)	4th	6	-
10104	Op 4 th Year	4.5	Advertising photography direction	Advertising photography (opt.)	4th	6	-
10064	Op 4 th Year	4.5	Design and advertising on the internet	-	-	-	-
10068	Op 2 nd Year	4.5	Audiovisual documentation	-	-	-	-
10062	Op 4 th Year	4.5	The Spanish language and communication environments	-	-	-	-
10113	Op 4 th Year	4.5	The advertising company	Structure of advertising and public relations (opt.)	4th	6	-
10123	Op 2 nd Year	4.5	The production/advertising environment	-	-	-	-
10076	Op 4 th Year	4.5	Technical Spanish	-	-	-	-
10121	Op 2 nd Year	4.5	Labels and package design	-	-	-	-
10062	Op 4 th Year	4.5	Artistic and advertising photography	Advertising photography (opt.)	4th	6	-
10105	Op 4 th Year	4.5	Advertising photography	Advertising photography (opt.)	4th	6	-
10123	Op 4 th Year	4.5	Brand image	Trends in brand management (opt.)	4th	6	-
10060	Op 4 th Year	4.5	Market research	Market research (opt.)	4th	6	-
10123	Op 2 nd Year	4.5	Quality in advertising and public relations companies	-	-	-	-
10100	Op 4 th Year	4.5	Advertising in the European Union	-	-	-	-
10064	Op 4 th Year	4.5	Political and electoral marketing	-	-	-	-
10111	Op 4 th Year	4.5	The communication media advertising and gender	-	-	-	-
10106	Op 4 th Year	4.5	Audiovisual strategy and post-production in advertising	Audiovisual post-production in advertising (opt.)	4th	6	-
10114	Op 2 nd Year	4.5	Integrating advertising campaigns	Account management (opt.)	4th	6	-
10101	Op 4 th Year	4.5	New advertising channels	New advertising channels (opt.)	4th	6	-
10061	Op 4 th Year	4.5	Organising and managing communication agencies	-	-	-	-
10078	Op 4 th Year	4.5	Sponsorship and patronage	New advertising channels (opt.)	4th	6	-
10061	Op 4 th Year	4.5	Intercultural pragmatics	-	-	-	-
10118	Op 4 th Year	4.5	Communicative programmes for sporting organisations	-	-	-	-
10116	Op 2 nd Year	4.5	International and business protocol	Political and social relations in institutions and business (opt.)	4th	6	-
10124	Op 4 th Year	4.5	Corporate advertising	-	-	-	-
10065	Op 4 th Year	4.5	Advertising and entrepreneurship at 3	-	-	-	-
10115	Op 4 th Year	4.5	Advertising and shopping centres	-	-	-	-
10116	Op 4 th Year	4.5	Advertising and SKILLS	-	-	-	-
10117	Op 2 nd Year	4.5	Advertising and tourism	-	-	-	-
10127	Op 4 th Year	4.5	Script writing and voice-over in audiovisual media	-	-	-	-
10109	Op 4 th Year	4.5	Public relations and food marketing	-	-	-	-
10123	Op 4 th Year	4.5	Signage	-	-	-	-
10131	Op 4 th Year	4.5	World system and communication	-	-	-	-
10068	Op 2 nd Year	4.5	Sociology of contemporary culture and the arts	Sociology of contemporary culture and the arts (opt.)	4th	6	-
10132	Op 4 th Year	4.5	Sociology of music in professional communication	-	-	-	-
10060	Op 4 th Year	4.5	Population sociology	-	-	-	-
10062	Op 4 th Year	4.5	Consumer sociology	-	-	-	-
10122	Op 4 th Year	4.5	Advertising workshop I	-	-	-	-
10114	Op 2 nd Year	4.5	Communication techniques at the point of sale	New advertising channels (opt.)	4th	6	-
10107	Op 4 th Year	4.5	Theory and history of cinema II	-	-	-	-
10068	Op 4 th Year	4.5	Advertising typography	-	-	-	-
10119	Op 4 th Year	4.5	Work Experience (I)	Work Experience (opt.)	6	12	-

Responsible: R. Benito. Last update: 11/02/2025. Contact: rbenito@ua.es

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Information about the Centre	General information for students
<ul style="list-style-type: none">• Faculty of Economic and Business Sciences• Secretary of Faculty (Building German)• Telephone + 34 96 550 3070/3071• Fax + 34 96 550 3750• secreta@ua.es• secreta@ua.es <p><u>Specific information about classes in Administration and Public Relations</u></p> <ul style="list-style-type: none">• Health Insurance• Visit programme with certificate and curriculum• Download certificate• General Admission Process	<ul style="list-style-type: none">• Grants and assistance• Accommodation• Student information and website• Insurance• Emergency medical care• Insurance• Services for students with special needs• Student representation and curriculum• University student identity card (DNI)• University subject questions
<p>UA: General Regulations</p> <ul style="list-style-type: none">• Academic regulations and procedures of the University of Alicante	<ul style="list-style-type: none">• Official form course sheet or syllabus• Information regarding• University regulations