

BACHELOR'S DEGREE ADVERTISING AND PUBLIC RELATIONS (240 ECTS)

Qualification: Bachelor's Degree in Advertising and Public Relations

Head of Programme: Dr. Lito García Abad

ECTS Credits: 240

Duration: 4 years

Language of instruction: Spanish, **some subjects taught in English**

Academic year: September - June

Fields of study: Language and Communication; Technology, Design and Visual Culture; Responsible Management; Socioeconomic and Psychological Structures of Advertising and Public Relations; Commercial Communication and Advertising; Target Management; Advertising Strategies (electives), Corporate Communication (elective); Final Project.

Programme Courses -subjects taught in English-

	Semester	Credits ECTS
Subject		

Year 1º

Contemporary World History	I	6
Spanish Language and Communication	I	6
Documentation	I	6
Audiovisual Language	I	6
Theory of Communication	I	6
Fundamentals of Advertising and Pr.	II	6
English	II	6
Written Communication	II	6
History of Communication	II	6
Contemporary Art and Culture	II	6
		60

Year 2º

Civic Humanism	III	6
Literature and Analysis of Texts	III	6
Economics	III	6
Design and Art Management	III	6
Foundations of Marketing	III	6
Sociology	IV	6
Contemporary Political System	IV	6
Intercultural Communication	IV	6
Theory and Techniques of the Radio	IV	6
Identity and Corporate Image	IV	6
		60

Year 3º

Ethics	V	6
Planning and Advertising Media	V	6
Pr. Planning	V	6
Graphic Expression and Drawing	V	6
Advertising Photography	V	6
Communicative Business	VI	6
Methods and Techniques for Social Research	VI	6
Creative Advertising	VI	6
Audiovisual Advertising (Selective)	VI	6
Interactive Advertising (Selective)	VI	6
Communication and Political Marketing (Selective)	VI	6
Media Training (Selective)	VI	6
		60

BACHELOR'S DEGREE TRANSLATION AND INTERCULTURAL COMMUNICATION (240 ECTS).

Qualification: Bachelor's Degree in Translation and Intercultural Communication

Head of Programme: Sarah Moss

ECTS Credits: 240

Duration: 4 years

Language of instruction: Spanish, English, French

Academic year: September - June

Fields of study: Spanish Language; English Language; French Language; Theory and Practice of Translation and Interpretation; Specialized Translation and Interpretation; Intercultural Communication; Cross Disciplinary Studies; Foreign Trade (elective); Public Service Translation and Interpretation (elective); Work Placement; Final Project.

Programme Courses -subjects taught in English-

Subject	Semester	Credits ECTS
Year 1º		
Language A (Spanish) I	I	6
Language B (English) I	I	6
Language C (French) I	I	6
Contemporary World History	I	6
Documentation	I	6
Language A (Spanish) II	II	6
Language B (English) II	II	6
Language C (French) II	II	6
Translation B-A (English-Spanish) I	II	6
Written Communication	II	6
		60
Year 2º		
Language C (French) III	III	6
Translation B-A (English-Spanish) II	III	6
Civic Humanism	III	6
Terminology	III	6
Economy	III	6
Language C (French) IV	IV	6
Contemporary Political Systems	IV	6
Interpretation Techniques B-A (English-Spanish)	IV	6
Linguistic Applied to Translation	IV	6
Intercultural Communication	IV	6
		60
Year 3º		
Language C (French) V	V	6
Translation C-A (French-Spanish) I	V	6
Legal and Economy Translation B-A (English-Spanish) (Selective)	V	6
Technologies Applied to Translation	V	6
Ethics	V	6
Management and Organisation of Multinational Companies (Selective)	VI	6
Translation C-A (French-Spanish) II	VI	6
Business Foundations	VI	6
Consecutive and Simultaneous Interpretation B-A (English-Spanish) / C-A (French-Spanish) (Selective)	VI	6
International Trade and Logistics (Selective)	VI	6
		60

BACHELOR'S DEGREE ARCHITECTURE (300 ECTS)

Qualification: Bachelor's Degree in Architecture

Head of Programme: Marina Maroño Cal

ECTS Credits: 300

Duration: 5 years

Language: Spanish

Academic year: September - June

Fields of Study: Architectural Projects; Graphic Expression; History and Theory of Architecture, Urban Planning and Territorial Management; Construction and Architectural Technologies; Structure and Foundation Calculations; Urban Installations and Buildings; Conservation and Restoration of Architectural Heritage; Project and Company Management, Regulations, Costs and Surveying; Architecture Design (elective); Urban Design (elective); Project Management (elective); Architectural Practice; Final Project.

Programme Courses -subjects taught in English-

Subject	Semester	Credits ECTS
Year 1º		
Introduction to Mathematics in Architecture I	I	6
Geometry I	I	6
Architectural Expression I	I	6
Analysis of Architectural Forms I	I	6
Introduction to Physics in Architecture	Anual	6
Digital Tools	Anual	6
Introduction to Mathematics in Architecture II	II	6
Geometry II	II	6
Architectural Expression II	II	6
Analysis of Architectural Forms II	II	6
		60
Year 2º		
Construction I	III	3
Structures I	III	3
Facilities I	III	6
Culture and Theory in Architecture I	III	6
Projects I	III	6
Urban Studies I	III	3
Integration I	Anual	6
Construction II	IV	3
Structures II	IV	3
Civic Humanism	IV	6
Culture and Theory in Architecture II	IV	6
Projects II	IV	6
Urban Studies II	IV	3
		60
Year 3º		
Construction III	V	6
Structures III	V	3
Facilities II	V	3
Culture and Theory in Architecture III	V	3
Projects III	V	9
Urban Studies III	V	3
Integration II	Anual	6
Construction IV	VI	6
Structures IV	VI	3
Facilities III	VI	3
Urban Studies IV	VI	3
Projects IV	VI	9
Culture and Theory in Architecture IV	VI	3
		60

BACHELOR'S DEGREE BUSINESS ADMINISTRATION (240 ECTS)

Qualification: Bachelor's Degree in Business Administration

Head of Programme: Dr. Alejandro Fernández Castro

ECTS Credits: 240

Duration: 4 academic years

Language of instruction: Spanish, English

Academic year: September - June

Fields of study: Accounting; Economic and Legal Framework; Economic Analysis, Business Organisation; Finance; Quantitative Methods for Business; Sociology for Business; Sales and Market Research; Advanced Finance (elective); Internationalisation (elective); Entrepreneurship (elective); Final Project.

Programme Courses -subjects taught in English-

Subject	Semester	Credits ECTS
Year 1º		
Introduction to Economics: Economic Policies	I	6
Financial Accounting	I	6
Business Economics	I	6
Communications Skills	I	6
Business Mathematics	I	6
English for Business I	II	6
Spanish and World Economics	II	6
Economic Analysis: Microeconomics	II	6
Introduction to Marketing	II	6
Accounting Analysis and Consolidation	II	6
		60
Year 2º		
Statistics	III	6
Marketing Policies	III	6
Business Workshop I	III	6
Applied Sociology	III	6
Financial Mathematics	III	6
Civil and Merchant Law	IV	6
Management Accounting	IV	6
Economic Analysis: Macroeconomics	IV	6
Applied Econometrics	IV	6
English for Business II	IV	6
		60
Year 3º		
Market Research and Sales Management	V	6
Financial Management I	V	6
Business workshop II	V	6
People Management	V	6
Optional Itinerary*	Anual	18
Financial Management II	VI	6
Business Taxation	VI	6
Strategic Management	VI	6
		60
Year 4º		
Managerial Skills	VII	3
Fundamentals of Auditing	VII	3
Optional Itinerary*	VII	6
Logistics and Operations Management	VII	6
Final Degree Project	Anual	12

Work Placement	Anual	18
Civic Humanism	VIII	6
Ethics and Deontology	VIII	6
		60
	TOTAL	240

Optional Itinerary

	Subject	Semestre	Créditos ECTS
Advanced Finance	Advanced Finance I. Company Accounting	V	6
	Advanced Finance II. Financial Control	VI	6
	Advanced Finance III. Financial Markets and Instruments	VI	6
	Advanced Finance IV. Asset Management	VII	6
Internationalization	Internationalization I. International Marketing	V	6
	Internationalization II. International Business and Logistics	VI	6
	Internationalization III. Management and Organisation of Multinational Business	VI	6
	Internationalization IV. E-Commerce	VII	6