



## Corporate Communication and Advertising

Course	Credits
Information law	9
Hermeneutics and communication	9
Information policy	6
Communication theory	6
Corporate communication	9
Psychology of organizations	9
Organization of cultural events Or Philosophy of social sciences	6
Visual communication Or Advertising	6
Organizational behavior	9
Information law in public administrations	9
Deontology in communications Or Public communication strategies	6
<i>Labs:</i>	6
Press office organization	
Public Relations Office organization	
Media planning	
Copywriting and art direction	
Web management	
Web writing	
Political journalism	
Mass media information	
Free courses	8
Internship	6
Final dissertation	16
<b>Total credits</b>	<b>120</b>