

Subject Enrolment INCOMING COURSE 2025-2026

The Faculty of Communication (FCOM), with the aim of improving the learning experience of UPF incoming Erasmus students, has significantly expanded its range of courses in the English language. In order to ensure both consistency and coherence, these courses have been organized into itineraries that we recommend our international students to enroll in.

Three itineraries have been defined. In each one, students will find courses from two of our undergraduate programs. The summary of the English-languages communication subjects available in the three itineraries in this [document](#).

These itineraries are:

1.- Choose 1 Itinerary:

a. ADVERTISING & PR - JOURNALISM : Consisting of subjects from the Advertising and Public Relations degree program and the Journalism degree program

| Highly Recommended Subjects for Advertising and Public Relations - Journalism | | | | | | | | |
|---|-------|---|--------|-------|------|----------|------|----------------|
| Study | Code | Subject | Course | Group | Term | Language | ECTS | Places offered |
| Advertising & PR | 20521 | Analysis of persuasive speeches | 3/4 | 2 | 1 | ENG | 4 | 38 |
| Advertising & PR | 23871 | Image analysis | 2 | 2 | 1 | ENG | 4 | 38 |
| Advertising & PR | 20519 | Communication and Interest Groups | 3/4 | 1 | 2 | ENG | 4 | 20 |
| Advertising & PR | 20523 | Analysis of the Effects of Advertising Messages | 3/4 | 2 | 3 | ENG | 4 | 25 |
| Journalism | 24064 | Communications departments | 3 | 2 | 1 | ENG | 4 | 30 |
| Journalism | 24070 | Cultural Journalism | 3 | 2 | 2 | ENG | 4 | 30 |
| Journalism | 22094 | News Agencies | 3/4 | 2 | 3 | ENG | 4 | 30 |
| Journalism | 26166 | Journalistic innovation and creativity | 3/4 | 1 | 3 | ENG | 4 | 30 |

b. JOURNALISM - AUDIOVISUAL COMMUNICATIONS : Consisting of subjects from the Journalism degree program and courses from the Audiovisual Communications degree program

| Highly Recommended Subjects for Journalism - Audiovisual Communications | | | | | | | | |
|---|-------|--|--------|-------|------|----------|------|----------------|
| Study | Code | Subject | Course | Group | Term | Language | ECTS | Places offered |
| Journalism | 24064 | Communications departments | 3 | 2 | 1 | ENG | 4 | 30 |
| Journalism | 24070 | Cultural Journalism | 3 | 2 | 2 | ENG | 4 | 30 |
| Journalism | 22094 | News Agencies | 3/4 | 2 | 3 | ENG | 4 | 30 |
| Journalism | 26166 | Journalistic innovation and creativity | 3/4 | 1 | 3 | ENG | 4 | 30 |
| Audiovisual Communications | 20485 | Audiovisual and Education | 3/4 | 2 | 1 | ENG | 4 | 50 |
| Audiovisual Communications | 20392 | Introduction of Screenwriting | 2 | 3 | 2 | ENG | 4 | 40 |
| Audiovisual Communications | 20473 | Theory and Analysis of TV Fiction | 3/4 | 2 | 2 | ENG | 4 | 40 |
| Audiovisual Communications | 20249 | Evolution of Visual Languages | 3 | 2 | 3 | ENG | 4 | 40 |

c. AUDIOVISUAL COMMUNICATIONS - ADVERTISING & PR: Consisting of subjects from the Audiovisual Communications degree program and the Advertising and Public Relations degree program

| Highly Recommended Subjects for Audiovisual Communications - Advertising and Public Relations | | | | | | | | |
|---|-------|---|--------|-------|------|----------|------|----------------|
| Study | Code | Subject | Course | Group | Term | Language | ECTS | Places offered |
| Audiovisual Communications | 20485 | Audiovisual and Education | 3/4 | 2 | 1 | ENG | 4 | 50 |
| Audiovisual Communications | 20392 | Introduction of Screenwriting | 2 | 3 | 2 | ENG | 4 | 40 |
| Audiovisual Communications | 20473 | Theory and Analysis of TV Fiction | 3/4 | 2 | 2 | ENG | 4 | 40 |
| Audiovisual Communications | 20249 | Evolution of Visual Languages | 3 | 2 | 3 | ENG | 4 | 40 |
| Advertising & PR | 20521 | Analysis of persuasive speeches | 3/4 | 2 | 1 | ENG | 4 | 38 |
| Advertising & PR | 23871 | Image analysis | 2 | 2 | 1 | ENG | 4 | 38 |
| Advertising & PR | 20519 | Communication and Interest Groups | 3/4 | 1 | 2 | ENG | 4 | 20 |
| Advertising & PR | 20523 | Analysis of the Effects of Advertising Messages | 3/4 | 2 | 3 | ENG | 4 | 25 |

2.- Enrol the highly recommended and necessary subjects from the chosen itinerary, and if more subjects are needed, then you must enrol from the available **optional subjects**

| OPTIONAL SUBJECTS JOURNALISM | | | | | | | | |
|------------------------------|-------|---|--------|-------|------|----------|------|--------|
| TYPE | Code | Subject | Course | Group | Term | Language | ECTS | Places |
| OPTIONAL | 22195 | Analysing Digital Journalism (online) | 3/4 | 1 | 1 | ENG | 4 | 20 |
| OPTIONAL | 24064 | Gabinets de Comunicació | 3 | 1 | 1 | CAT | 4 | 2 |
| OPTIONAL | 21393 | Intercultural Communication | 3/4 | 1 | 1 | ENG | 4 | 20 |
| OPTIONAL | 22093 | Documental Periodístic | 3/4 | 1 | 2 | CAT | 4 | 2 |
| OPTIONAL | 24072 | International Journalism | 3/4 | 1 | 2 | ENG | 4 | 15 |
| OPTIONAL | 24069 | Periodismo Científico | 3/4 | 1 | 2 | CAST | 4 | 5 |
| OPTIONAL | 24073 | Periodisme Criminològic i de Successos | 3/4 | 1 | 2 | CAT | 4 | 5 |
| OPTIONAL | 22094 | Agències informatives | 3/4 | 1 | 3 | CAT | 4 | 10 |
| OPTIONAL | 25428 | Comunicació i gènere | 3/4 | 1 | 3 | CAT | 4 | 15 |
| OPTIONAL | 24077 | Periodisme Especialitzat i d'Investigació | 3/4 | 1 | 3 | CAT | 4 | 5 |
| OPTIONAL | 24075 | Periodisme Esportiu | 3/4 | 1 | 3 | CAT | 4 | 5 |
| OPTIONAL | 21381 | Polítiques de Comunicació | 3/4 | 1 | 3 | CAT | 4 | 1 |

| OPTIONAL SUBJECTS ADVERTISING & PR | | | | | | | | |
|------------------------------------|-------|-------------------------------------|--------|-------|------|----------|------|--------|
| TYPE | Code | Subject | Course | Group | Term | Language | ECTS | Places |
| OPTIONAL | 20521 | Anàlisi dels discursos persuasius | 3/4 | 1 | 1 | CAST | 4 | 2 |
| OPTIONAL | 20516 | Internal Communication | 3/4 | 1 | 1 | ENG | 4 | 20 |
| OPTIONAL | 25988 | Màrqueting Digital | 3/4 | 1 | 1 | CAT | 4 | 20 |
| OPTIONAL | 26527 | Events Management and Communication | 3/4 | 1 | 1 | ENG | 4 | 25 |

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|----------|-------|--|-----|---|---|----------|---|----|
| OPTIONAL | 20529 | Ètica i Deontologia en la Publicitat i les Relacions Públiques | 3/4 | 1 | 1 | CAT | 4 | 7 |
| OPTIONAL | 20506 | Música i Publicitat | 3/4 | 1 | 1 | CAT | 4 | 10 |
| OPTIONAL | 20493 | English for Academic and Professional Purposes | 3 | 1 | 1 | ENG | 4 | 25 |
| OPTIONAL | 20515 | Risk and crisis communication | 3/4 | 1 | 2 | ENG | 4 | 15 |
| OPTIONAL | 20514 | Estratègia i Gestió Marca | 3/4 | 1 | 2 | CAT | 4 | 4 |
| OPTIONAL | 20495 | Planificación de Medios | 3 | 1 | 2 | CAST | 5 | 10 |
| OPTIONAL | 22771 | Realización de Publicidad Sonora | 3 | 1 | 2 | CAST | 6 | 8 |
| OPTIONAL | 20523 | Anàlisi dels Efectes dels Mis. Publicitaris | 3/4 | 1 | 3 | ENG | 4 | 25 |
| OPTIONAL | 20525 | Investigación de Procesos de Comunicación | 3/4 | 1 | 3 | CAST | 4 | 10 |
| OPTIONAL | 20524 | Mètodes Qualitatius d'investigació de consumidors | 3/4 | 1 | 3 | CAT/CAST | 4 | 10 |
| OPTIONAL | 25989 | Posicionament web i M. en cercadors | 3/4 | 1 | 3 | CAT | 4 | 10 |
| OPTIONAL | 25986 | Public Relations and Digital Media | 3/4 | 1 | 3 | CAT | 4 | 20 |

| OPTIONAL SUBJECTS AUDIOVISUAL COMMUNICATIONS | | | | | | | | |
|--|-------|---|--------|-------|------|----------|------|------------------|
| TYPE | Code | Subject | Course | Group | Term | Language | ECTS | Places |
| OPTIONAL | 20393 | Anàlisi Significació Imatge | 2 | 1 | 1 | CAT | 4 | 3 |
| OPTIONAL | 20485 | Audiovisual y Educación | 3/4 | 1 | 1 | CAST | 4 | 20 |
| OPTIONAL | 20461 | Creació radiofònica | 3/4 | 1 | 1 | CAT | 4 | 2 |
| OPTIONAL | 20253 | Economia Indústries Culturals | 4 | 1 | 1 | CAT | 4 | 8 |
| OPTIONAL | 20445 | El Documental de Creación | 3 | 1 | 1 | CAST | 4 | 10 |
| OPTIONAL | 25991 | Gestió i Projectes cultural | 3/4 | 1 | 1 | CAT | 4 | 10 |
| OPTIONAL | 20390 | Història dels Gèneres Audiovisuais | 2 | 1 | 1 | CAT | 4 | 3 |
| OPTIONAL | 20444 | Narrativa Audiovisual | 3 | 1 | 1 | CAT | 5 | 5 |
| OPTIONAL | 20447 | Taller d'Il·luminació | 3 | 1 | 1 | CAT | 4 | 5 |
| OPTIONAL | 26528 | Taller Guió i Disseny Interactius | 2 | 1 | 1 | CAT | 4 | 4 |
| OPTIONAL | 26529 | Taller de tractament i generació d'imatge digital | 3 | 1 | 1 | CAT | 4 | 4 |
| OPTIONAL | 20467 | Tendències de l Videojoc | 3/4 | 1 | 1 | CAT | 4 | 10 |
| OPTIONAL | 20449 | Teories de la Imatge | 4 | 1 | 1 | CAT | 4 | 8 |
| OPTIONAL | 20379 | Comunicació publicitària | 2 | 1 | 2 | CAT | 6 | 5 |
| OPTIONAL | 20466 | Formes Lúdiques i Avançades d'Interacció | 3/4 | 1 | 2 | CAT | 4 | 5 |
| OPTIONAL | 20389 | Formas de Narración Serial | 2 | 1 | 2 | CAST | 4 | 5 |
| OPTIONAL | 20454 | Ideación de Documentales | 3/4 | 1 | 2 | CAST | 4 | 5 pack+ 20462 |
| OPTIONAL | 20455 | Ideació Nous Formats Televisius | 3/4 | 1 | 2 | CAT | 4 | 5 |
| OPTIONAL | 25427 | Ideació Transmèdia Noves Pantalles | 3/4 | 1 | 2 | CAT | 4 | 5 |
| OPTIONAL | 20392 | Introducció al Guió G1 | 2 | 1 | 2 | CAT | 4 | 2 |
| OPTIONAL | 20392 | Introducció al Guió G2 | 2 | 2 | 2 | CAT | 4 | 2 |

| | | | | | | | | |
|----------|-------|--|-----|---|---|------|---|----|
| OPTIONAL | 20250 | Montaje Audiovisual | 3 | 1 | 2 | CAST | 4 | 5 |
| OPTIONAL | 20479 | Music for Audiovisual Media | 3/4 | 1 | 2 | ENG | 4 | 5 |
| OPTIONAL | 20247 | Producció d'Audiovisuals | 4 | 1 | 2 | CAT | 6 | 10 |
| OPTIONAL | 20248 | Taller Dramatúrgia y Guión G3 | 3 | 3 | 2 | CAST | 5 | 10 |
| OPTIONAL | 20448 | Taller de So | 3 | 1 | 2 | CAT | 4 | 4 |
| OPTIONAL | 20472 | Teoria i Anàlisi del Film | 3/4 | 1 | 2 | CAST | 4 | 10 |
| OPTIONAL | 20473 | Teoria i Anàlisi Ficció Televisiva | 3/4 | 1 | 2 | CAT | 4 | 10 |
| OPTIONAL | 20381 | Art Contemporani | 2 | 1 | 3 | CAST | 6 | 7 |
| OPTIONAL | 29417 | Aula de Cinema | 1/2 | 1 | 3 | CAT | 4 | 5 |
| OPTIONAL | 23102 | Cinema, Literatura i Altres Arts | 3/4 | 1 | 3 | CAST | 4 | 10 |
| OPTIONAL | 20459 | Direcció cinematogràfica G1 | 3/4 | 1 | 3 | CAST | 4 | 2 |
| OPTIONAL | 20459 | Direcció cinematogràfica G2 | 3/4 | 2 | 3 | CAST | 4 | 2 |
| OPTIONAL | 20462 | Direcció de documentals | 3/4 | 1 | 3 | CAST | 4 | 5 |
| OPTIONAL | 20249 | Evolució dels Llenguatges Visuals | 3 | 1 | 3 | CAT | 4 | 8 |
| OPTIONAL | 20388 | Fonaments de Realització Televisiva | 2 | 1 | 3 | CAT | 6 | 4 |
| OPTIONAL | 20251 | Models Posada en Escena | 3 | 1 | 3 | CAT | 4 | 5 |
| OPTIONAL | 20460 | Realització Televisiva | 3/4 | 1 | 3 | CAT | 4 | 2 |
| OPTIONAL | 20450 | Taller Guión Ficció cinematogràfica G2 | 3/4 | 2 | 3 | CAST | 4 | 10 |
| OPTIONAL | 20394 | Tendencias TV Contemporánea | 2 | 1 | 3 | CAST | 4 | 6 |
| OPTIONAL | 20252 | English for Academic and Professional | 3 | 1 | 3 | ENG | 4 | 15 |