

Subject Enrolment INCOMING COURSE 2026-2027

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

Compulsory 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	20514	Strategy and Brand Management	3/4	2	2	ENG	4	38
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

Compulsory 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

Compulsory 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	60
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	20514	Strategy and Brand Management	3/4	2	2	ENG	4	38
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	15
OPTIONAL	26649	Dret de la Informació/Media Law	3/4	1	1	ENG	4	20
OPTIONAL	24064	Gabinets de Comunicació	3	1	1	CAT	4	2
OPTIONAL	22093	Documental Periodistic	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	24077	Periodisme Especialitzat i d'Investigació	3/4	1	3	CAT	4	5

OPTIONAL SUBJECTS ADVERTISING & PR								
TYPE	Code	Subject	Course	Group	Term	Language	ECTS	Places
OPTIONAL	20521	Anàlisis 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	5
OPTIONAL	26527	Events Management and Communication G2	3/4	2	1	ENG	4	5
OPTIONAL	20506	Música i Publicitat	3/4	1	1	CAT	4	5
OPTIONAL	20493	English for Academic and Professional Purposes (No native speakers)	3	1	1	ENG	4	10

OPTIONAL	20519	Communication and Interest Groups	3/4	1	2	ENG	4	5
OPTIONAL	20515	Risk and crisis communication	3/4	1	2	CAT	4	15
OPTIONAL	20514	Estratègia i Gestió Marca	3/4	1	2	CAT	4	4
OPTIONAL	20495	Planificació de Medios	3	1	2	CAST	5	5
OPTIONAL	25429	Comunicació i Gènere	3/4	1	3	CAT	4	5
OPTIONAL	20523	Anàlisi dels Efectes dels Mis. Publicitaris	3/4	1	3	CAT/CAST	4	25
OPTIONAL	20524	Mètodes Qualitatius d'investigació de consumidors	3/4	1	3	CAT/CAST	4	10
OPTIONAL	25986	Relacions Públiques i Mitjans Digitals	3/4	1	3	CAT	4	20

OPTIONAL SUBJECTS AUDIOVISUAL COMMUNICATIONS								
TYPE	Code	Subject	Course	Group	Term	Language	ECTS	Places
OPTIONAL	20465	Art, Interacció i Mitjans	3/4	1	1	CAT	4	5
OPTIONAL	20485	Audiovisual y Educación	3/4	1	1	CAST	4	5
OPTIONAL	20481	Comunicació Intercultural/Intercultural Communication	3/4	1	2	ENG	4	15
OPTIONAL	20253	Economia Indústries Culturals	4	1	1	CAT	4	5
OPTIONAL	25991	Gestió i Projectes cultural	3/4	1	1	CAT	4	5
OPTIONAL	20447	Taller d'Il·luminació	3	1	1	CAT	4	5
OPTIONAL	20449	Teories de la Imatge	4	1	1	CAT	4	10
OPTIONAL	20479	Banda Sonora/Sound Track	3/4	1	2	ENG	4	5
OPTIONAL	27640	Cinema i Intel·ligència Artificial	3/4	1	2	CAT	4	5
OPTIONAL	20250	Montaje Audiovisual	3	1	2	CAST	4	5
OPTIONAL	20247	Producció d'Audiovisuals	4	1	2	CAT	6	5
OPTIONAL	20248	Taller Dramatúrgia y Guión G3	3	3	2	CAST	5	10
OPTIONAL	20472	Teoria i Anàlisi del Film	3/4	1	3	CAST	4	5
OPTIONAL	20473	Teoria i Anàlisi Ficció Televisiva	3/4	1	2	CAT	4	5
OPTIONAL	29417	Aula de Cinema	1-2-3	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	20249	Evolució dels Llenguatges Visuals	3	1	3	CAT	4	5
OPTIONAL	20475	Història del comic	3/4	1	3	CAST	4	5
OPTIONAL	20252	English for Academic and Professional	3	1	3	ENG	4	10