



**CENTRO UNIVERSITARIO EUSA**

*Affiliated with University of Seville*



## **Course List**

taught in English

**Academic year 2023-24**

*AUDIOVISUAL COMMUNICATION (CAV)*

*JOURNALISM (PER)*

*ADVERTISING & PUBLIC RELATIONS (PRP)*

*TOURISM (TUR)*

**Semester 1**

**Semester 2**

Semestre Semester	Nombre del curso Course name	Área de estudios Subject Area	Idioma Language	Curso Year	Código Course Code	Grado Degree
1	FILM-MAKING I - BASICS	MEDIA STUDIES; CINEMA	English	2	5390052EN	CAV
1	AUDIOVISUAL NARRATIVE	CINEMA; COMMUNICATIONS	English	3	5390024EN	CAV
1	FILM-MAKING III - DIGITAL VIDEO & POSTPRODUCTION	LANGUAGE & LITERATURE	English	3	5390059EN	CAV
1	THEORY AND TECHNIQUE OF DOCUMENTARY AND AUDIOVISUAL ADVERTISING	CINEMA; MEDIA STUDIES	English	4	5390067EN	CAV
1	GAME DESIGN AND LUDONARRATIVE	CINEMA; MEDIA STUDIES	English	4	5390068EN	CAV
1	INDEPENDENT STUDY PROJECT*	ALL	English	4		CAV
1	INTERNATIONAL RELATIONS	LAW; POLITICAL SCIENCE	English	1	5380005EN	PER
1	INTRODUCTION TO SOCIOLOGY	SOCIOLOGY	English	1	5380004EN	PER
1	TECHNOLOGY & DESIGN OF WRITTEN INFORMATION	MEDIA STUDIES; JOURNALISM	English	2	5380014EN	PER
1	COMMUNICATION DEPARTMENTS	JOURNALISM; MEDIA STUDIES	English	3	5380021EN	PER
1	MULTIMEDIA JOURNALISM & DIGITAL GRAPHIC DESIGN	MEDIA STUDIES; ART	English	3	5380052EN	PER
1	CYBERCULTURE	MEDIA STUDIES	English	4	5380038EN	PER
1	INDEPENDENT STUDY PROJECT*	ALL	English	4		PER
1	ADVERTISING CREATIVITY	ADVERTISING	English	2	5370011EN	PRP
1	ADVERTISING STRATEGY	ADVERTISING	English	2	5370012EN	PRP
1	THEORY AND TECHNOLOGY OF ADVERTISING PHOTOGRAPH	ADVERTISING; PHOTOGRAPHY	English	3	5370027EN	PRP
1	PLANNING AND MANAGEMENT OF ADVERTISING MEDIA	MARKETING; MEDIA STUDIES	English	3	5370023EN	PRP
1	PUBLIC RELATIONS PROGRAMMING AND TECHNIQUES	PUBLIC RELATIONS	English	3	5370024EN	PRP
1	BRAND MANAGEMENT	ADVERTISING	English	4	5370056EN	PRP
1	SALES PROMOTION & CONSUMPTION	ADVERTISING; PSYCHOLOGY	English	4	5370061EN	PRP
1	INDEPENDENT STUDY PROJECT*	ALL	English	4		PRP

Semestre Semester	Nombre del curso Course name	Área de estudios Subject Area	Idioma Language	Curso Year	Código Course Code	Grado Degree
1	ECONOMICS I	ECONOMICS	English	1	5320001EN	TUR
1	ENGLISH I FOR TOURISM	LANGUAGE & LITERATURE	English	2	5320019	TUR
1	OPERATIONS MANAGEMENT IN TOURISM ORGANIZATIONS I	MANAGEMENT; TOURISM	English	2	5320014EN	TUR
1	GERMAN II FOR TOURISM	LANGUAGE & LITERATURE	German	3	5320022	TUR
1	FRENCH II FOR TOURISM	LANGUAGE & LITERATURE	French	3	5320027	TUR
1	HUMAN-RESOURCES MANAGEMENT IN THE TOURISM SECTOR	HUMAN RESOURCES	English	3	5320028EN	TUR
1	MARKET RESEARCH FOR TOURISM	MARKETING	English	3	5320030EN	TUR
1	ART AND CULTURAL TOURISM	ART; TOURISM	English	4	5320037EN	TUR
1	FURTHER GERMAN	LANGUAGE & LITERATURE	German	4	5320033	TUR
1	ENGLISH III FOR TOURISM	LANGUAGE & LITERATURE	English	4	5320044	TUR
1	INDEPENDENT STUDY PROJECT *	ALL	English	4		TUR

Semestre Semester	Nombre del curso Course name	Área de estudios Subject Area	Idioma Language	Curso Year	Código Course Code	Grado Degree
2	FILM-MAKING II – LIGHTING AND MULTICAMERA	MEDIA STUDIES; CINEMA	English	2	5390053EN	CAV
2	SOCIOLOGY AND COMMUNICATION	SOCIOLOGY; COMMUNICATIONS	English	2	5390020EN	CAV
2	RESEARCH METHODOLOGIES IN COMMUNICATION	ANTHROPOLOGY	English	3	5390056EN	CAV
2	THEORY AND TECHNIQUE OF PHOTOGRAPHY	PHOTOGRAPHY	English	4	5390066EN	CAV
2	INDEPENDENT STUDY PROJECT *	ALL	English	4		CAV
2	SOCIAL PSYCHOLOGY OF COMMUNICATION	PSYCHOLOGY	English	1	5380007EN	PER
2	PHOTOJOURNALISM	JOURNALISM; MEDIA STUDIES	English	2	5380051EN	PER
2	CREATIVE WRITING	LANG. & LIT.	English	3	5380030EN	PER
2	DESIGN OF NEWS PROGRAMMES	JOURNALISM; MEDIA STUDIES	English	3	5380029EN	PER
2	COMMUNICATION FOR SOCIAL DEVELOPMENT	COMMUNICATION; SOCIOLOGY	English	4	5380045EN	PER
2	INDEPENDENT STUDY PROJECT *	ALL	English	4		PER
2	MARKETING	MARKETING; BUSINESS	English	1	5370008EN	PRP
2	ART DIRECTION	ADVERTISING; ART DESIGN	English	2	5370053EN	PRP
2	ADVERTISING RESEARCH	ADVERTISING; MARKETING	English	2	5370018EN	PRP
2	MANAGEMENT OF ADVERTISING COMPANIES	BUSINESS	English	3	5370054EN	PRP
2	COMMERCIAL COMMUNICATION AND MASS CULTURE	CULTURE; MEDIA STUDIES	English	3	5370050EN	PRP
2	ADVERTISING, CULTURE AND CONTENT DEVELOPMENT	ADVERTISING; MEDIA STUDIES	English	3	5370051EN	PRP
2	ADVERTISING PRODUCTION	MEDIA STUDIES; ADVERTISING	English	4	5370057EN	PRP
2	CEREMONIAL AND PROTOCOL	ADVERTISING; POLITICAL SCIENCE	English	4	5370042EN	PRP
2	INDEPENDENT STUDY PROJECT *	ALL	English	4		PRP

Semestre Semester	Nombre del curso Course name	Área de estudios Subject Area	Idioma Language	Curso Year	Código Course Code	Grado Degree
2	GERMAN I FOR TOURISM	LANG. & LIT.	German	2	5320011	TUR
2	MANAGEMENT AND ORGANIZATION OF TOURISM BUSINESSES	BUSINESS; TOURISM	English	2	5320015EN	TUR
2	MARKET STRUCTURE	BUSINESS; TOURISM	English	2	5320017EN	TUR
2	FRENCH I FOR TOURISM	LANG. & LIT.	French	2	5320018	TUR
2	STRATEGIC MANAGEMENT OF TOURISM ORGANIZATIONS	BUSINESS	English	3	5320026EN	TUR
2	ENGLISH II FOR TOURISM	LANG. & LIT.	English	3	5320029	TUR
2	SETTING UP A TOURISM BUSINESS	BUSINESS	English	4	5320039EN	TUR
2	ADVERTISING AND COMMERCIAL PROMOTION FOR TOURISM	MARKETING; ADVERTISING	English	4	5320046EN	TUR
2	INDEPENDENT STUDY PROJECT *	ALL	English	4		TUR

**CAVEAT:** Course offer may be subject to modification if EUSA's minimum enrollment policy of 10 students per course is not met.

\* Additional fees may apply for the course Proyecto Independiente / Independent Study Project.