



# CENTRO UNIVERSITARIO EUSA

*Affiliated with University of Seville*



## Course lists

*AUDIOVISUAL COMMUNICATION (CAV)*

*JOURNALISM (PER)*

*ADVERTISING AND PUBLIC RELATIONS (PRP)*

*TOURISM (TUR)*

## 2019-20

## Semester 2

DEGREE	YEAR	SEMESTER	CODE	SPANISH COURSE NAME	ENGLISH COURSE NAME	SUBJECT AREAS	LANGUAGE OF INSTRUCTION
CAV	1	2	5390006	DERECHO AUDIOVISUAL	AUDIOVISUAL LAW	LAW	Spanish
CAV	1	2	5390055	HISTORIA SOCIAL DE LA COMUNICACIÓN	SOCIAL HISTORY OF COMMUNICATION	MEDIA STUDIES; COMMUNICATIONS	Spanish
CAV	1	2	5390008	PSICOLOGÍA SOCIAL DE LA COMUNICACIÓN AUDIOVISUAL	SOCIAL PSYCHOLOGY OF AUDIOVISUAL COMMUNICATION	PSYCHOLOGY	Spanish
CAV	1	2	5390009	TECNOLOGÍAS DE LOS MEDIOS AUDIOVISUALES I	AUDIOVISUAL-MEDIA TECHNOLOGY I	MEDIA STUDIES; COMMUNICATIONS	Spanish
CAV	1	2	5390050	TEORÍA DE LA COMUNICACIÓN	COMMUNICATION THEORY	MEDIA STUDIES; COMMUNICATIONS	Spanish
CAV	2	2	5390016	ECONOMÍA DE LOS MEDIOS AUDIOVISUALES	ECONOMICS OF AUDIOVISUAL MEDIA	ECONOMICS	Spanish
CAV	2	2	5390051	HISTORIA DEL CINE	HISTORY OF THE CINEMA	MEDIA STUDIES; COMMUNICATIONS	Spanish
CAV	2	2	5390018	PRODUCCIÓN Y EMPRESA AUDIOVISUAL I	PRODUCTION AND AUDIOVISUAL BUSINESS I	MEDIA STUDIES; CINEMA	Spanish
CAV	2	2	5390053 5390053EN	REALIZACIÓN II – ILUMINACIÓN Y MULTICÁMARA	FILM-MAKING II – LIGHTING AND MULTICAMERA	MEDIA STUDIES; CINEMA	Spanish, English
CAV	2	2	5390020 5390020EN	SOCIOLOGÍA Y COMUNICACIÓN	SOCIOLOGY AND COMMUNICATION	SOCIOLOGY; COMMUNICATIONS	Spanish; English
CAV	3	2	5390056 5390056EN	METODOLOGÍAS DE INVESTIGACIÓN EN COMUNICACIÓN	RESEARCH METHODOLOGIES IN COMMUNICATION	ANTHROPOLOGY	Spanish; English
CAV	3	2	5390057	MITOS E IMAGINARIO DE LA CULTURA AUDIOVISUAL	MYTHS AND IMAGINARY OF THE AUDIOVISUAL CULTURE	SOCIOLOGY; CULTURE	Spanish
CAV	3	2	5390060	TECNOLOGÍAS DE LOS NUEVOS MEDIOS AUDIOVISUALES	TECHNOLOGIES OF NEW AUDIOVISUAL MEDIA	MEDIA STUDIES; COMMUNICATIONS	Spanish
CAV	3	2	5390033	PROGRAMACIÓN Y GESTIÓN TELEVISIVA Y RADIOFÓNICA	TV AND RADIO PROGRAMMING AND MANAGEMENT	MEDIA STUDIES	Spanish
CAV	3	2	5390061	TEORÍA, PRODUCCIÓN Y REALIZACIÓN DE RADIO	THEORY, PRODUCTION AND DIRECTION OF RADIO	MEDIA STUDIES	Spanish
CAV	4	2	5390064	GENERACIÓN Y FORMATOS AUDIOVISUALES	GENERATION AND AUDIOVISUAL FORMATS	MEDIA STUDIES	Spanish
CAV	4	2	5390065	INTERNET, REDES SOCIALES Y MEDIOS DE COMUNICACIÓN	INTERNET, SOCIAL NETWORKS AND THE MEDIA	MEDIA STUDIES	Spanish
CAV	4	2	5390047	TEORÍA Y CRÍTICA AUDIOVISUAL Y MULTIMEDIA	AUDIOVISUAL AND MULTIMEDIA THEORY AND CRITICISM	MEDIA STUDIES	Spanish
CAV	4	2	5390066 5390066EN	TEORÍA Y TÉCNICA DE LA FOTOGRAFÍA	THEORY AND TECHNIQUE OF PHOTOGRAPHY	PHOTOGRAPHY	Spanish; English
CAV	4	2		PROYECTO INDEPENDIENTE *	INDEPENDENT STUDY PROJECT *	ALL	Spanish; English

\* Additional fees may apply

PER	1	2	5380006	HISTORIA DEL PENSAMIENTO POLÍTICO Y SOCIAL	HISTORY OF POLITICAL AND SOCIAL THINKING	POLITICAL SCIENCE; HISTORY	Spanish
PER	1	2	5380007 5380007EN	PSICOLOGÍA SOCIAL DE LA COMUNICACIÓN	SOCIAL PSYCHOLOGY OF COMMUNICATION	PSYCHOLOGY	Spanish; English
PER	1	2	5380008	TECNOLOGÍAS DE LOS MEDIOS AUDIOVISUALES	TECHNOLOGY AND DESIGN OF WRITTEN INFORMATION	COMMUNICATIONS ; MEDIA STUDIES	Spanish

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PER	1	2	5380009	TEORÍA DE LA COMUNICACIÓN Y DE LA INFORMACIÓN	COMMUNICATION AND INFORMATION THEORY	COMMUNICATION; MEDIA STUDIES	Spanish
PER	1	2	5380010	TEORÍA Y ESTRUCTURA DE LA PUBLICIDAD	ADVERTISING THEORY AND STRUCTURE	ADVERTISING	Spanish
PER	2	2	5380016	GÉNEROS Y ESTILOS PERIODÍSTICOS	JOURNALISM GENRES AND STYLES	JOURNALISM; LANG. & LIT.	Spanish
PER	2	2	5380017	PERIODISMO ESPECIALIZADO	SPECIALIST JOURNALISM	JOURNALISM	Spanish
PER	2	2	5380018	PRODUCCIÓN PERIODÍSTICA	JOURNALISM PRODUCTION	JOURNALISM	Spanish
PER	2	2	5380051 5380051EN	FOTOPERIODISMO	PHOTOJOURNALISM	JOURNALISM; MEDIA STUDIES	Spanish; English
PER	2	2	5380020	TEORÍA Y TÉCNICAS AUDIOVISUALES APLICADAS AL PERIODISMO	AUDIOVISUAL THEORY AND TECHNIQUES APPLIED TO JOURNALISM	JOURNALISM; MEDIA STUDIES	Spanish
PER	3	2	5380031	HISTORIA DEL PERIODISMO ESPAÑOL	HISTORY OF SPANISH JOURNALISM	JOURNALISM; HISTORY	Spanish
PER	3	2	5380033	PERIODISMO DE SUCEOS Y TRIBUNALES	CRIME AND COURT REPORTING	JOURNALISM; LAW	Spanish
PER	3	2	5380034	PERIODISMO DEPORTIVO	SPORTS JOURNALISM	JOURNALISM; SPORTS	Spanish
PER	3	2	5380035	REDACCIÓN PERIODÍSTICA (RADIO Y TELEVISIÓN)	NEWS-REPORTING DISCOURSE – RADIO AND TELEVISION	JOURNALISM; MEDIA STUDIES	Spanish
PER	3	2	5380054	TÉCNICAS DE INVESTIGACIÓN EN EL PERIODISMO	RESEARCH TECHNIQUES IN JOURNALISM	JOURNALISM	Spanish
PER	4	2	5380030 5380030EN	ESCRITURA CREATIVA	CREATIVE WRITING	LANG. & LIT.	Spanish; English
PER	4	2	5380044	CÓDIGOS Y VALORES DE LA PROFESIÓN PERIODÍSTICA	CODES AND VALUES FOR JOURNALISM PROFESSIONALS	JOURNALISM; ETHICS	Spanish
PER	4	2	5380045 5380045EN	COMUNICACIÓN PARA EL DESARROLLO SOCIAL	COMMUNICATION FOR SOCIAL DEVELOPMENT	COMMUNICATION; SOCIOLOGY	Spanish; English
PER	4	2	5380055	ESTRUCTURA Y PODER DE LA COMUNICACIÓN	STRUCTURE AND POWER OF COMMUNICATION	JOURNALISM	Spanish
PER	4	2	5380047	INNOVACIÓN CIBERNÉTICA EN PERIODISMO	ONLINE INNOVATION IN JOURNALISM	MEDIA STUDIES	Spanish
PER	4	2	5380029 5380029EN	DISEÑO DE PROGRAMAS INFORMATIVOS	DESIGN OF NEW PROGRAMMES	JOURNALISM; MEDIA STUDIES	Spanish; English
PER	4	2		PROYECTO INDEPENDIENTE *	INDEPENDENT STUDY PROJECT *	ALL	Spanish; English

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PRP	1	2	5370006	ESTRUCTURA DE LA INFORMACIÓN	INFORMATION STRUCTURE	JOURNALISM; MEDIA STUDIES	Spanish
PRP	1	2	5370007	HISTORIA DE LA PUBLICIDAD Y LAS RELACIONES PÚBLICAS	HISTORY OF ADVERTISING AND PR	ADVERTISING; PUBLIC RELATIONS	Spanish
PRP	1	2	5370008	MARKETING	MARKETING	MARKETING; BUSINESS	Spanish
PRP	1	2	5370009	PSICOLOGÍA SOCIAL DE LA PUBLICIDAD Y LAS RELACIONES PÚBLICAS	SOCIAL PSYCHOLOGY OF ADVERTISING AND PR	PSYCHOLOGY; SOCIOLOGY	Spanish

DEGREE	YEAR	SEMESTER	CODE	SPANISH COURSE NAME	ENGLISH COURSE NAME	SUBJECT AREAS	LANGUAGE OF INSTRUCTION
PRP	1	2	5370010	SOCIOLOGÍA Y ESTRUCTURA SOCIAL	SOCIOLOGY AND SOCIAL STRUCTURE	SOCIOLOGY	Spanish
PRP	2	2	5370016	DERECHO PUBLICITARIO	ADVERTISING LAW	LAW	Spanish
PRP	2	2	5370053 5370053EN	DIRECCIÓN DE ARTE	ART DIRECTION	ADVERTISING; ART DESIGN	Spanish; English
PRP	2	2	5370018	INVESTIGACIÓN PUBLICITARIA	ADVERTISING RESEARCH	ADVERTISING; MARKETING	Spanish
PRP	2	2	5370019	REDACCIÓN PUBLICITARIA	COPYWRITING	ADVERTISING; LANG. & LIT.	Spanish
PRP	2	2	5370020	TEORÍA E HISTORIA DE LA PROPAGANDA	THEORY AND HISTORY OF PROPAGANDA	ADVERTISING; HISTORY	Spanish
PRP	3	2	5370028	DISEÑO PUBLICITARIO DIGITAL	DIGITAL ADVERTISING DESIGN	ADVERTISING; ART DESIGN	Spanish
PRP	3	2	5370030 5370030EN	GABINETES DE COMUNICACIÓN	COMMUNICATION DEPARTMENTS	JOURNALISM; MEDIA STUDIES	Spanish; English
PRP	3	2	5370054 5370054EN	ADMINISTRACIÓN DE EMPRESAS PUBLICITARIAS	MANAGEMENT OF ADVERTISING COMPANIES	BUSINESS	Spanish; English
PRP	3	2	5370032	HISTORIA DE LA COMUNICACIÓN	HISTORY OF COMMUNICATION	HISTORY; COMMUNICATIONS	Spanish
PRP	3	2	5370050 5370050EN	COMUNICACIÓN COMERCIAL Y CULTURA DE MASAS	COMMERCIAL COMMUNICATION AND MASS CULTURE	CULTURE; MEDIA STUDIES	Spanish; English
PRP	3	2	5370051 5370051EN	PUBLICIDAD, CULTURA Y GENERACIÓN DE CONTENIDOS	ADVERTISING, CULTURE AND CONTENT DEVELOPMENT	ADVERTISING; MEDIA STUDIES	Spanish; English
PRP	4	2	5370042	CEREMONIAL Y PROTOCOLO	CEREMONY AND PROTOCOL	PUBLIC RELATIONS	Spanish
PRP	4	2	5370043	DIRECCIÓN DE CUENTAS	ACCOUNT MANAGEMENT	ADVERTISING	Spanish
PRP	4	2	5370055	COMUNICACIÓN EN EL PUNTO DE VENTA	COMMUNICATION IN RETAIL AREAS	ADVERTISING; MERCHANDISING	Spanish
PRP	4	2	5370057 5370057EN	PRODUCCIÓN PUBLICITARIA	ADVERTISING PRODUCTION	MEDIA STUDIES; ADVERTISING	Spanish; English
PRP	4	2	5370049	TENDENCIAS LITERARIAS EN LA CULTURA CONTEMPORÁNEA	LITERARY TRENDS IN CONTEMPORARY CULTURE	LANG. & LIT.	Spanish
PRP	4	2		PROYECTO INDEPENDIENTE *	INDEPENDENT STUDY PROJECT *	ALL	Spanish; English

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TUR	1	2	5320002	ECONOMÍA II	ECONOMICS II	ECONOMICS	Spanish
TUR	1	2	5320007 5320007EN	MARKETING TURÍSTICO	TOURISM MARKETING	MARKETING	Spanish; English
TUR	1	2	5320008	PATRIMONIO CULTURAL ETNOLÓGICO	ETHNOLOGICAL CULTURAL HERITAGE	ART; SOCIOLOGY	Spanish
TUR	1	2	5320009	PATRIMONIO CULTURAL HISTÓRICO Y ARTÍSTICO	HISTORICAL AND ARTISTIC CULTURAL HERITAGE	ART; GEOGRAPHY	Spanish
TUR	1	2	5320010	TIPOLOGÍAS DE ESPACIOS TURÍSTICOS	TYPES OF TOURISM SPACES	TOURISM; GEOGRAPHY	Spanish

DEGREE	YEAR	SEMESTER	CODE	SPANISH COURSE NAME	ENGLISH COURSE NAME	SUBJECT AREAS	LANGUAGE OF INSTRUCTION
TUR	2	2	5320011	ALEMÁN TURÍSTICO I	GERMAN I FOR TOURISM	LANG. & LIT.	German
TUR	2	2	5320013	DERECHO PRIVADO DEL EMPRESARIO TURÍSTICO	PRIVATE LAW FOR TOURISM BUSINESSES	LAW	Spanish
TUR	2	2	5320015 5320015EN	DIRECCIÓN Y ORGANIZACIÓN DE EMPRESAS TURÍSTICAS	MANAGEMENT AND ORGANISATION OF TOURISM BUSINESSES	BUSINESS; TOURISM	Spanish; English
TUR	2	2	5320017 5320017EN	ESTRUCTURA DE MERCADOS	MARKET STRUCTURE	BUSINESS; TOURISM	Spanish; English
TUR	2	2	5320018	FRANCÉS TURÍSTICO I	FRENCH I FOR TOURISM	LANG. & LIT.	French
TUR	2	2	5320021	TERRITORIO, TURISMO Y DESARROLLO SOSTENIBLE	TERRITORY, TOURISM AND SUSTAINABLE DEVELOPMENT	ECOLOGY; GEOGRAPHY	Spanish
TUR	2	2	5320023	ANÁLISIS GEOGRÁFICO DEL TURISMO EN ANDALUCÍA	GEOGRAPHICAL ANALYSIS OF TOURISM IN ANDALUSIA	ECOLOGY; GEOGRAPHY	Spanish
TUR	3	2	5320024	DERECHO ADMINISTRATIVO DEL SECTOR TURÍSTICO	ADMINISTRATIVE LAW IN THE TOURISM SECTOR	LAW	Spanish
TUR	3	2	5320025	DIRECCIÓN DE OPERACIONES EN ORGANIZACIONES TURÍSTICAS II	OPERATIONS MANAGEMENT IN TOURISM ORGANISATIONS II	BUSINESS; TOURISM	Spanish
TUR	3	2	5320026 5320026EN	DIRECCIÓN ESTRATÉGICA DE ORGANIZACIONES TURÍSTICAS	STRATEGIC MANAGEMENT OF TOURISM ORGANISATIONS	BUSINESS	Spanish; English
TUR	3	2	5320029	INGLÉS II PARA TURISMO	ENGLISH II FOR TOURISM	LANG. & LIT.	English
TUR	4	2	5320036	ANTROPOLOGÍA DEL TURISMO Y GESTIÓN DEL PATRIMONIO CULTURAL ETNOLÓGICO	ANTHROPOLOGY OF TOURISM AND MANAGEMENT OF THE ETHNOLOGICAL CULTURAL HERITAGE	SOCIOLOGY; ART	Spanish
TUR	4	2	5320039 5320039EN	CREACIÓN DE EMPRESAS TURÍSTICAS	SETTING UP A TOURISM BUSINESS	BUSINESS	Spanish; English
TUR	4	2	5320046 5320046EN	PUBLICIDAD Y PROMOCIÓN COMERCIAL DEL TURISMO	ADVERTISING AND COMMERCIAL PROMOTION FOR TOURISM	MARKETING; ADVERTISING	Spanish; English
TUR	4	2	5320050	SOCIOLOGÍA DEL TURISMO	SOCIOLOGY OF TOURISM	SOCIOLOGY	Spanish
TUR	4	2		PROYECTO INDEPENDIENTE *	INDEPENDENT STUDY PROJECT *	ALL	Spanish; English

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

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