



CENTRO UNIVERSITARIO EUSA

Affiliated with University of Seville



Course list

AUDIOVISUAL COMMUNICATION (CAV)

JOURNALISM (PER)

ADVERTISING & PUBLIC RELATIONS (PRP)

TOURISM (TUR)

2018-19

Semester 1

This document was updated on 27 February 2018

DEGREE	YEAR	SEMESTER	CODE	SPANISH COURSE NAME	ENGLISH COURSE NAME	SUBJECT AREAS	LANGUAGE OF INSTRUCTION
CAV	1	1	5390001	HISTORIA DE LA CULTURA CONTEMPORÁNEA	HISTORY OF CONTEMPORARY CULTURE	HISTORY	Spanish
CAV	1	1	5390002	TECNOLOGÍAS PARA LA INFORMACIÓN ESCRITA	WRITTEN-INFORMATION TECHNOLOGIES	MEDIA STUDIES; COMMUNICATIONS	Spanish
CAV	1	1	5390003	TENDENCIAS LITERARIAS EN LA CULTURA CONTEMPORÁNEA	LITERARY TRENDS IN CONTEMPORARY CULTURE	LANG. & LIT.	Spanish
CAV	1	1	5390004	TEORÍA DE LA IMAGEN	IMAGE THEORY	MEDIA STUDIES; COMMUNICATIONS	Spanish
CAV	1	1	5390005	TEORÍA DE LA PUBLICIDAD Y LAS RELACIONES PÚBLICAS	THEORY OF ADVERTISING AND PUBLIC RELATIONS	ADVERTISING	Spanish
CAV	2	1	5390011	GUIÓN AUDIOVISUAL	AUDIOVISUAL SCRIPTING	MEDIA STUDIES; CINEMA	Spanish; English
CAV	2	1	5390052 5390052EN	REALIZACIÓN I – FUNDAMENTOS BÁSICOS	FILM-MAKING I - BASICS	MEDIA STUDIES; CINEMA	Spanish; English
CAV	2	1	5390013	LENGUA ESPAÑOLA: SABER IDIOMÁTICO Y COMPETENCIAS COMUNICATIVAS	SPANISH LANGUAGE: LANGUAGE SKILLS AND COMMUNICATION COMPETENCIES	LANG. & LIT.	Spanish
CAV	2	1	5390014	MOVIMIENTOS ESTÉTICOS CONTEMPORÁNEOS	CONTEMPORARY AESTHETIC MOVEMENTS	ART	Spanish
CAV	2	1	5390015	TECNOLOGÍAS DE LOS MEDIOS AUDIOVISUALES II	AUDIOVISUAL-MEDIA TECHNOLOGY II	MEDIA STUDIES; COMMUNICATIONS	Spanish
CAV	3	1	5390021	EDICIÓN Y POSTPRODUCCIÓN DIGITAL DE AUDIO	DIGITAL AUDIO EDITING AND POST-PRODUCTION	CINEMA; MEDIA STUDIES	Spanish
CAV	3	1	5390022	HISTORIA DEL CINE ESPAÑOL	SPANISH FILM HISTORY	CINEMA; HISTORY	Spanish
CAV	3	1	5390024 5390024EN	NARRATIVA AUDIOVISUAL	AUDIOVISUAL NARRATIVE	CINEMA; COMMUNICATIONS	Spanish; English
CAV	3	1	5390025	PRODUCCIÓN Y EMPRESA AUDIOVISUAL II	PRODUCTION AND AUDIOVISUAL BUSINESS II	CINEMA; MEDIA STUDIES	Spanish
CAV	3	1	5390059 5390059EN	REALIZACIÓN III – VIDEO DIGITAL Y POSTPRODUCCIÓN	FILM-MAKING III – DIGITAL VIDEO AND POSTPRODUCTION	CINEMA; MEDIA STUDIES	Spanish; English
CAV	3	1	5390028	ESCRITURA CREATIVA	CREATIVE WRITING	LANG. & LIT.	Spanish
CAV	3	1	5390032	PUESTA EN ESCENA AUDIOVISUAL	AUDIOVISUAL MISE EN SCENE	CINEMA; MEDIA STUDIES	Spanish
CAV	4	1	5390035	CINES PERIFÉRICOS	PERIPHERAL FILM INDUSTRIES	CINEMA	Spanish
CAV	4	1	5390036	CÓMICO Y HUMOR GRÁFICO	COMIC STRIPS AND CARTOONS	ART	Spanish
CAV	4	1	5390037	DISEÑO Y APLICACIONES MULTIMEDIA	MULTIMEDIA DESIGN AND APPLICATIONS	MEDIA STUDIES	Spanish
CAV	4	1	5390039 5390039EN	INDUSTRIAS CULTURALES AUDIOVISUALES	AUDIOVISUAL CULTURAL INDUSTRIES	BUSINESS	Spanish; English
CAV	4	1	5390040	MÚSICA Y CULTURA DE MASAS	MUSIC AND MASS CULTURE	ART	Spanish
CAV	4	1	5390067	TEORÍA Y TÉCNICA DEL DOCUMENTAL Y LA PUBLICIDAD AUDIOVISUAL	THEORY AND TECHNIQUE OF DOCUMENTARY & AUDIOVISUAL ADVERTISING	CINEMA; MEDIA STUDIES	Spanish
CAV	4	1	5390046	PRODUCCIÓN DE CONTENIDOS MULTIMEDIA	PRODUCTION OF MULTIMEDIA CONTENT	MEDIA STUDIES	Spanish
CAV	4	1		PROYECTO INDEPENDIENTE	INDEPENDENT STUDY PROJECT*	ALL	Spanish; English

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* Additional fees may apply

PER	1	1	5380001	COMPETENCIA COMUNICATIVA EN ESPAÑOL	COMMUNICATION SKILLS IN SPANISH	LANG. & LIT.	Spanish
PER	1	1	5380002	HISTORIA SOCIAL DE LA COMUNICACIÓN	SOCIAL HISTORY OF COMMUNICATION	HISTORY; COMMUNICATIONS	Spanish
PER	1	1	5380003 5380003EN	INTRODUCCIÓN A LA ECONOMÍA APLICADA	INTRODUCTION TO APPLIED ECONOMICS	ECONOMICS	Spanish; English
PER	1	1	5380004	INTRODUCCIÓN A LA SOCIOLOGÍA	INTRODUCTION TO SOCIOLOGY	SOCIOLOGY	Spanish
PER	1	1	5380005 5380005EN	RELACIONES INTERNACIONALES	INTERNATIONAL RELATIONS	LAW; POLITICAL SCIENCE	Spanish; English
PER	2	1	5380011	DERECHO DE LA INFORMACIÓN	INFORMATION LAW	LAW	Spanish
PER	2	1	5380012 5380012EN	DOCUMENTACIÓN PERIODÍSTICA	INFORMATION SCIENCE IN JOURNALISM	JOURNALISM; MEDIA STUDIES	Spanish; English
PER	2	1	5380013	HISTORIA DEL PERIODISMO UNIVERSAL	UNIVERSAL HISTORY OF JOURNALISM	HISTORY; JOURNALISM	Spanish
PER	2	1	5380014	TECNOLOGÍA Y DISEÑO DE LA INFORMACIÓN ESCRITA	TECHNOLOGY OF GRAPHIC JOURNALISM	MEDIA STUDIES; JOURNALISM	Spanish
PER	2	1	5380015	TEORÍA DEL PERIODISMO	JOURNALISM THEORY	MEDIA STUDIES; JOURNALISM	Spanish
PER	3	1	5380021 5380021EN	GABINETES DE COMUNICACIÓN	COMMUNICATION DEPARTMENTS	JOURNALISM; MEDIA STUDIES	Spanish; English
PER	3	1	5380052 5380052EN	PERIODISMO MULTIMEDIA Y DISEÑO GRÁFICO DIGITAL	MULTIMEDIA JOURNALISM & DIGITAL GRAPHIC DESIGN	MEDIA STUDIES; ART	Spanish; English
PER	3	1	5380023	OPINIÓN PÚBLICA	PUBLIC OPINION	MEDIA STUDIES; SOCIOLOGY	Spanish
PER	3	1	5380024 5380024EN	ORGANIZACIÓN Y GESTIÓN DE EMPRESAS PERIODÍSTICAS	ORGANISATION AND MANAGEMENT OF JOURNALISM BUSINESSES	BUSINESS; JOURNALISM	Spanish; English
PER	3	1	5380026	PERIODISMO POLÍTICO Y ECONÓMICO	POLITICAL AND ECONOMIC JOURNALISM	POLITICAL SCIENCE; JOURNALISM	Spanish
PER	3	1	5380028	REDACCIÓN PERIODÍSTICA (PRENSA)	NEWS REPORTING – PRESS	JOURNALISM; LANG. & LIT.	Spanish
PER	3	1	5380029EN	DISEÑO DE PROGRAMAS INFORMATIVOS	DESIGN OF NEW PROGRAMMES	JOURNALISM; MEDIA STUDIES	English
PER	3	1	5380032	PERIODISMO CULTURAL	CULTURAL JOURNALISM	JOURNALISM; CULTURAL STUDIES	Spanish
PER	4	1	5380037	ANÁLISIS DEL DISCURSO PERIODÍSTICO	ANALYSIS OF JOURNALISTIC DISCOURSE	JOURNALISM; LANG. & LIT.	Spanish
PER	4	1	5380038 5380038EN	CIBERCULTURA	CYBERCULTURE	MEDIA STUDIES	Spanish; English
PER	4	1	5380041	PERIODISMO DE VIAJES	TRAVEL JOURNALISM	JOURNALISM; CULTURAL STUDIES	Spanish
PER	4	1	5380043	REDACCIÓN PERIODÍSTICA EN LA RED	ONLINE NEWS	MEDIA STUDIES; LANG. & LIT.	Spanish
PER	4	1		PROYECTO INDEPENDIENTE *	INDEPENDENT STUDY PROJECT *	ALL	Spanish; English

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PRP	1	1	5370001	ECONOMÍA APLICADA A LA PUBLICIDAD	ECONOMICS APPLIED TO ADVERTISING	ECONOMICS; ADVERTISING	Spanish
PRP	1	1	5370002	LENGUA ESPAÑOLA Y PUBLICIDAD: SABER IDIOMÁTICO Y COMPETENCIAS COMUNICATIVAS	SPANISH LANGUAGE AND ADVERTISING: LANGUAGE AND COMMUNICATION SKILLS	LANG. & LIT.	Spanish
PRP	1	1	5370058	TEORÍA DE LA COMUNICACIÓN	COMMUNICATION THEORY	JOURNALISM; COMMUNICATIONS	Spanish
PRP	1	1	5370004	TEORÍA Y ESTRUCTURA DE LA PUBLICIDAD	ADVERTISING THEORY AND STRUCTURE	ADVERTISING	Spanish
PRP	1	1	5370005	TEORÍA Y ESTRUCTURA DE LAS RELACIONES PÚBLICAS	PR THEORY AND STRUCTURE	PUBLIC RELATIONS	Spanish
PRP	1	1	5370008EN	MARKETING	MARKETING	MARKETING	English
PRP	1	1	5370010EN	SOCIOLOGÍA Y ESTRUCTURA SOCIAL	SOCIOLOGY AND SOCIAL STRUCTURE	SOCIOLOGY	English
PRP	2	1	5370011	CREATIVIDAD PUBLICITARIA	ADVERTISING CREATIVITY	ADVERTISING	Spanish; English
PRP	2	1	5370012	ESTRATEGIA PUBLICITARIA	ADVERTISING STRATEGY	ADVERTISING	Spanish; English
PRP	2	1	5370013	MÉTODOS Y TÉCNICAS DE INVESTIGACIÓN SOCIAL	QUANTITATIVE SOCIAL-RESEARCH METHODS AND TECHNIQUES	SOCIOLOGY	Spanish
PRP	2	1	5370014	TECNOLOGÍA DE LOS MEDIOS AUDIOVISUALES	AUDIOVISUAL-MEDIA TECHNOLOGY	MEDIA STUDIES	Spanish
PRP	2	1	5370015	TECNOLOGÍAS DIGITALES APLICADAS A LA PUBLICIDAD	DIGITAL TECHNOLOGIES APPLIED TO ADVERTISING	ADVERTISING; MEDIA STUDIES	Spanish
PRP	3	1	5370021	ANÁLISIS DEL DISCURSO PUBLICITARIO	ANALYSIS OF ADVERTISING DISCOURSE	ADVERTISING; LANG. & LIT.	Spanish
PRP	3	1	5370022	CONTEXTO ARTÍSTICO DE LA PUBLICIDAD	ARTISTIC CONTEXT OF ADVERTISING	HISTORY; ART	Spanish
PRP	3	1	5370023	PLANIFICACIÓN Y GESTIÓN DE MEDIOS PUBLICITARIOS	PLANNING AND MANAGEMENT OF ADVERTISING MEDIA	MARKETING; MEDIA STUDIES	Spanish; English
PRP	3	1	5370024	PROGRAMACIÓN Y TÉCNICAS DE LAS RELACIONES PÚBLICAS	PUBLIC RELATIONS PROGRAMMING AND TECHNIQUES	PUBLIC RELATIONS	Spanish; English
PRP	3	1	5370025	TEORÍA DE LA IMAGEN	IMAGE THEORY	ADVERTISING; MEDIA STUDIES	Spanish
PRP	3	1	5370027	TEORÍA Y TECNOLOGÍA DE LA FOTOGRAFÍA PUBLICITARIA	THEORY AND TECHNOLOGY OF ADVERTISING PHOTOGRAPHY	ADVERTISING; PHOTOGRAPHY	Spanish; English
PRP	3	1	5370050EN	COMUNICACIÓN COMERCIAL Y CULTURA DE MASAS	COMMERCIAL COMMUNICATION AND MASS CULTURE	CULTURE; BUSINESS	English
PRP	4	1	5370056	GESTIÓN DE MARCA	BRAND MANAGEMENT	ADVERTISING	Spanish; English
PRP	4	1	5370036	COMUNICACIÓN POLÍTICA	POLITICAL COMMUNICATION	ADVERTISING; POLITICAL SCIENCE	Spanish
PRP	4	1	5370037	DEONTOLOGÍA Y RESPONSABILIDAD SOCIAL EN PUBLICIDAD	ETHICS AND SOCIAL RESPONSIBILITY IN ADVERTISING	ADVERTISING; ETHICS	Spanish
PRP	4	1	5370038	ESTRATEGIAS DISCURSIVAS DE LA COMUNICACIÓN VERBAL EN PUBLICIDAD Y DE LAS RR.PP.	DISCOURSE STRATEGIES OF VERBAL COMMUNICATION IN ADVERTISING	LANG. & LIT.	Spanish

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PRP	4	1	5370040 5370040EN	TEORÍA DEL CONSUMO	CONSUMPTION THEORY	ADVERTISING; PSYCHOLOGY	Spanish; English
PRP	4	1	5370041	TEORÍA E HISTORIA DEL DISEÑO PUBLICITARIO	THEORY AND HISTORY OF ADVERTISING DESIGN	ADVERTISING; ART DESIGN	Spanish
PRP	4	1	5370052	PUBLICIDAD EN SECTORES ECONÓMICOS Y SOCIALES	ADVERTISING IN THE SOCIAL AND ECONOMIC SECTOR	ADVERTISING; SOCIOLOGY	Spanish
PRP	4	1		PROYECTO INDEPENDIENTE *	INDEPENDENT STUDY PROJECT *	ALL	Spanish; English

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TUR	1	1	5320001 5320001EN	ECONOMÍA I	ECONOMICS I	ECONOMICS	Spanish; English
TUR	1	1	5320003	EL TURISMO EN EL MUNDO ACTUAL	TOURISM IN TODAY'S WORLD	TOURISM; GEOGRAPHY	Spanish
TUR	1	1	5320004	EMPRESAS Y ORGANIZACIONES TURÍSTICAS	BUSINESS AND TOURISM ORGANIZATIONS	BUSINESS	Spanish
TUR	1	1	5320005	FUNDAMENTOS DE CONTABILIDAD	BASICS OF ACCOUNTING	BUSINESS	Spanish
TUR	1	1	5320006	INTRODUCCIÓN A LAS FINANZAS	INTRODUCTION TO FINANCE	ECONOMICS; BUSINESS	Spanish
TUR	2	1	5320012	CONTABILIDAD PARA LA GESTIÓN EN EL SECTOR TURÍSTICO	ACCOUNTING FOR MANAGEMENT IN THE TOURISM SECTOR	BUSINESS	Spanish
TUR	2	1	5320014 5320014EN	DIRECCIÓN DE OPERACIONES EN ORGANIZACIONES TURÍSTICAS I	OPERATIONS MANAGEMENT IN TOURISM ORGANISATIONS I	BUSINESS; TOURISM	Spanish; English
TUR	2	1	5320016EN	ESTADÍSTICA	STATISTICS	BUSINESS	English
TUR	2	1	5320019	INGLÉS I PARA TURISMO	ENGLISH I FOR TOURISM	LANG. & LIT.	English
TUR	2	1	5320020	INTRODUCCIÓN AL DERECHO DEL TURISMO	INTRODUCTION TO TOURISM LAW	LAW	Spanish
TUR	3	1	5320022	ALEMÁN TURÍSTICO II	GERMAN II FOR TOURISM	LANG. & LIT.	German
TUR	3	1	5320027	FRANCÉS TURÍSTICO II	FRENCH II FOR TOURISM	LANG. & LIT.	French
TUR	3	1	5320028 5320028EN	GESTIÓN DE LOS RECURSOS HUMANOS EN EL SECTOR TURÍSTICO	HUMAN-RESOURCES MANAGEMENT IN THE TOURISM SECTOR	HUMAN RESOURCES	Spanish; English
TUR	3	1	5320030 5320030EN	INVESTIGACIÓN DE MERCADOS TURÍSTICOS	MARKET RESEARCH FOR TOURISM	MARKETING	Spanish; English
TUR	3	1	5320031	POLÍTICAS PÚBLICAS EN EL SECTOR TURÍSTICO	PUBLIC POLICY IN THE TOURISM SECTOR	POLITICAL SCIENCE	Spanish
TUR	3	1	5320032	TECNOLOGÍAS DE LA INFORMACIÓN Y LA COMUNICACIÓN	INFORMATION AND COMMUNICATION TECHNOLOGIES	COMPUTER SCIENCE	Spanish
TUR	4	1	5320033	AMPLIACIÓN DE ALEMÁN	FURTHER GERMAN	LANG. & LIT.	German
TUR	4	1	5320037 5320037EN	ARTE Y TURISMO CULTURAL	ART & CULTURAL TOURISM	ART; TOURISM	Spanish; English
TUR	4	1	5320040	DERECHO DEL TRABAJO Y RELACIONES LABORALES EN LAS EMPRESAS TURÍSTICAS	EMPLOYMENT LAW AND INDUSTRIAL RELATIONS IN TOURISM BUSINESSES	LAW; HUMAN RESOURCES	Spanish
TUR	4	1	5320042	GESTIÓN INTEGRADA DE LA CALIDAD EN EL TURISMO	TOTAL QUALITY MANAGEMENT FOR TOURISM	BUSINESS; TOURISM	Spanish

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TUR	4	1	5320043	INFORMÁTICA APLICADA AL TURISMO	APPLIED COMPUTING FOR TOURISM	COMPUTER SCIENCE; TOURISM	Spanish
TUR	4	1	5320044	INGLÉS III PARA TURISMO	ENGLISH III FOR TOURISM	LANG. & LIT.	English
TUR	4	1		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 7 students per course is not met.