

## EUROPEAN BACHELOR'S IN COMMUNICATION, SPECIALISING IN ADVERTISING - LEVEL 6 EQF



**Level**  
6 EQF (*European Qualifications Framework*)



**Duration**  
1 year



**Credits**  
60 ECTS



**Target group**  
Students - people seeking employment - employees and professionals in the sector



**Admission requirements**  
Candidates holding a level 5 EQF qualification or a qualification equivalent to the attainment of 120 ECTS



**Course Structure**  
Full-time or work-study



**Pedagogical methods**  
Theoretical courses, tutorials and practical work  
Case studies and professional scenarios  
Individual and group projects



**Professional assessments :**

- Continuous assessment
- Case Study (6h)
- Activity report and professional support (30 min)

**CCE :**

- Quizzes (1h20)

**Modern language :**

- Reading Comprehension (1h)
- Listening (45min)

### The FEDE, as a certifier, is in charge of the assessment processes

- Organisation and planning of exam sessions
- Development of topics and model answers
- Ensuring compliance with examination regulations and supervision (anonymity, integrity, confidentiality)
- Assessment and marking of papers
- Reporting results, issuing diplomas, diploma supplements and certificates

The European Bachelor's in Communication, Specialising in Advertising offers comprehensive training covering the fundamentals of the profession. It combines theory and practice, including a work placement to apply the knowledge acquired.

The course also focuses on the impact of new technologies. The advertising specialisation offers an in-depth understanding of the world of advertising, covering the psychological, sociological and technical aspects of the creative process, preparing students for future management positions or for further postgraduate study.

### LEARNING OUTCOMES

- Acquire the theoretical and practical knowledge needed to manage and develop the brand image of a company or its products.
- Develop skills in corporate communication, marketing and digital strategies
- Develop and propose a communication campaign by creating the tools inherent to communication strategy

### PROGRAMME

#### PROFESSIONAL SKILLS (400-520 HOURS)

##### History of Communication

Theories and models - Means and forms of communication - Audiences

##### Quantitative Studies and Tools Applied to Corporate Communications

Market research - Quantitative/qualitative research - Quantitative tools

##### Business Communication Strategy

Key points and stages - Brand strategy - Communication tools and media

##### Digital Communication

E-communication - New digital trends and innovations

##### Prospecting and Negotiation

Approach - Techniques - Measurement of results

##### Advertising Strategy

Psychosociology - History of advertising - Media sociology - Marketing and creative strategy

##### Professional assignment (≥12 weeks)

Internship - Apprenticeship - Salaried employment

##### MODERN LANGUAGE (60-80 HOURS)

Modern language 1 - CEFR Level B1  
German, English, Spanish, French, Italian, Portuguese

Modern language 2 and 3 (optional)  
German, English, Arabic, Chinese, Spanish, French, Italian, Portuguese

### CAREER DESTINATIONS

- Communications Manager
- Communications Officer
- Head of Advertising
- Junior Product Manager
- Study Officer
- Media Planner
- Strategic Planner
- Junior Project Manager
- Marketing Product Manager

### FEDE'S ASSET - EUROPEAN DEGREE

#### EUROPEAN CULTURE AND CITIZENSHIP (40H)

##### The European project: Culture and Democracy for Active Citizenship

- Importance of History (OHE - Observatory on History Teaching in Europe)
- Contemporary Europe
- Europe and the World
- Cultures and diversity in Europe
- European citizenship
- The Workings of the European Union
- Importance, challenges and future of European construction
- Focus on corruption (GRECO)

##### Intercultural management and human resources

- Culture and cultural diversity
- Intercultural communication in an organisation
- Managing intercultural aspects and resolving cultural conflicts
- Working in Europe
- Social protection systems in Europe
- Corporate Social Responsibility (CSR)