

EUROPEAN BACHELOR'S IN COMMUNICATION - 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

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In an environment where visibility is crucial to the development of a company or brand, it is essential to enlist the help of a communications strategy expert. This professional helps the organisation stand out from the competition and capture the attention of its target audience.

They need to be present at specific events, master digital media, process information and organise targeted actions. **The European Bachelor's in Communication** offers varied CAREER DESTINATIONS for future graduates, where their interpersonal skills and ability to adapt will be appreciated in all types of companies and business sectors.

LEARNING OUTCOMES

- Acquire the theoretical knowledge and practical applications needed to manage the development of communication in a company or organisation
- Develop skills in creating communication, marketing and digital strategies for companies and organisations
- Create and manage the tools inherent to communication strategy (communication plan, market research, media planning, communication measurement tools, etc.)

PROGRAMME

PROFESSIONAL SKILLS (330-420 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

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
- Public Relations Officer
- Assistant to the Internal Communications Manager
- Writer and designer of communication and information media
- Press Attaché
- Event Manager
- Head of Advertising/Junior Project Manager
- Marketing Product Manager/Marketing Research Officer
- Social Media 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)