



COURSES IN ENGLISH

FALL SEMESTER

COURSE TITLE	ECTS	YEAR	SYLLABUS
History of Communication	6	1st	http://www.unav.edu/asignatura/communicationhistoryfcom/
Multimedia Communication	6	1st	http://www.unav.edu/asignatura/mcommunicationfcom/
Contemporary History	3	1st	https://www.unav.edu/asignatura/contemporaryh/
Literature	6	1st	https://www.unav.edu/asignatura/worldliteraturefy/
Marketing: historical and cultural perspectives	6	1st	http://www.unav.edu/asignatura/marketing-historical-cultural-perspectives/
Principles of business administration*	6	1st	http://www.unav.edu/asignatura/principles-of-business-administration-fcom/
Introduction to marketing*	3	1st	http://www.unav.edu/asignatura/intromarketingfcom/
Economics*	6	1st	http://www.unav.edu/asignatura/economics-fcom-marketing/
Media Economics	6	2nd	http://www.unav.edu/asignatura/mediaeconfcom/
Introduction to Advertising and PR	6	2nd	http://www.unav.edu/asignatura/intropubrrppb/
Contemporary Political Systems	6	2nd	http://www.unav.edu/asignatura/conposysfcom/
Principles of microeconomics*	6	2nd	http://www.unav.edu/asignatura/principles-of-microeconomics-marketing/
Introduction to Branding*	6	2nd	http://www.unav.edu/asignatura/introduction-to-branding/
Film and TV Marketing	3	3rd and 4th	http://www.unav.edu/asignatura/filmanamarketing/
Innovation and Trends*	3	3rd and 4th	http://www.unav.edu/asignatura/innovation-and-trends-fcom-op/
TV Reporting	3	3rd and 4th	http://www.unav.edu/asignatura/tv-reporting-fcom-op/
Communication Skills for Advertising	3	3rd and 4th	https://www.unav.edu/asignatura/cskillsadvfcom/
Communications Skills for Journalists	3	3rd and 4th	https://www.unav.edu/asignatura/cskillsjournalistfcom/

*Restrictions may apply for incoming students as of the current academic year



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Global Communication	3	1st	http://www.unav.edu/asignatura/globalcom/
Economics	6	1st	http://www.unav.edu/asignatura/economicfcom/
History of Cinema	6	1st	http://www.unav.edu/asignatura/hcinemafcom/
Introduction to financial accounting*	6	1st	http://www.unav.edu/asignatura/introduction-to-financial-accounting-f-economicas/
Visual Culture	6	2nd	http://www.unav.edu/asignatura/visualculfcom/
Sociology	6	2nd	http://www.unav.edu/asignatura/sociologyfcom/
Introduction to screenwriting	6	2nd	http://www.unav.edu/asignatura/screenwritingfcom/
News Design	3	2nd	http://www.unav.edu/asignatura/newsdesignfcom/
Innovation Methods*	3	2nd	http://www.unav.edu/asignatura/innovation-methods-marketing/
Sales Management*	3	2nd	http://www.unav.edu/asignatura/sales-management-marketing/
Political communication	6	3rd	http://www.unav.edu/asignatura/political-communication-fcom/
Media Management	6	4th	http://www.unav.edu/asignatura/media-management-fcom/
Strategic Management	6	4th	http://www.unav.edu/asignatura/strategic-management/
Documentary Workshop	3	3rd and 4th	http://www.unav.edu/asignatura/documentary-film-analysis-fcom-op/
Entertainment Apps Development	3	3rd and 4th	http://www.unav.edu/asignatura/entertainment-apps-development-fcom/
International Relations	3	3rd and 4th	http://www.unav.edu/asignatura/rinternacionalesfcom/
Strategies in fashion communication	3	3rd and 4th	http://www.unav.edu/asignatura/strategiesfcom/
British and American Literature	6	3rd and 4th	http://www.unav.es/asignatura/litinglynorteamfyl/
Effective speaking and writing	3	3rd and 4th	http://www.unav.edu/asignatura/effectivespeakwritB/
English for Film, TV and Radio	3	3rd and 4th	http://www.unav.edu/asignatura/englishfilmtvcom/

ANNUAL

COURSE TITLE	ECTS	YEAR	SYLLABUS
Introduction to law*	6	1st	http://www.unav.edu/asignatura/introduction-to-law-marketing/

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