

Academic Year 2014/2015

**CORPORATE COMMUNICATION AND ADVERTISEMENT**

Course	Credits	Semester
Information and communication law	9	First (Fall)
Hermeneutics of Communication	9	First (Fall)
Economic policy of information	6	Second (Spring)
Communication theory	6	Second (Spring)
Corporate communication strategies	9	Second (Spring)
Psychology of work and organizations	9	Second (Spring)
<i>Choice of one course between:</i>		
Organization of artistic and cultural events	6	Second (Spring)
Philosophy of social sciences and communication	6	First (Fall)
<i>Choice of one course between:</i>		
Visual communication	6	Second (Spring)
Advertisement and image promotion	6	Second (Spring)
Organizational behavior	9	Second (Spring)
Administrative and information law in public administration	9	First (Fall)
<i>Choice of one course between:</i>		
Deontology of communication	6	Second (Spring)
Public communication strategies	6	First (Fall)
<i>Choice of two labs among:</i>		
Press office organization lab	3	First (Fall)
Public relations organization lab	3	Second (Spring)
Strategic and media planning lab	3	Second (Spring)
Copywriting and art direction lab	3	Second (Spring)
Web management lab	3	First (Fall)
Web writing lab	3	First (Fall)
TV information lab	3	Second (Spring)
Free course	8	Second (Spring)
Traineeship	6	
Final essay	16	