



**COMILLAS**  
UNIVERSIDAD PONTIFICIA

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CIHS

# Profile of the Bachelor of Communication Programs in Spanish Jesuit Universities: History, Present Status, and Challenges

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**comillas.edu**

# Framework of communication studies in Spain

- **70s.** First communication faculties (Universidad Complutense de Madrid & Universitat Autònoma de Barcelona). Source: [Barrera](#), 2022
- **Currently.** Source: [Ministerio de Universidades](#), 2022
  - Audiovisual Communication: **48**
  - Journalism: **44**
  - Advertising & PR: 1
  - Communication: **21**
  - Film, Television and Media Studies: 6
  - Photography: 1
  - **Com. specialized doubles Degrees: 10**
- [ATIC](#) (Asociación Española de Universidades con Titulaciones de Información y Comunicación) with **39 members** (11 private & 28 public).



  
**COMILLAS**  
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# History & Present status

- **Bachelor in Global Communication**
  - Dual degree in combination with **International Relations** and with **Translation and Interpretation** Bachelor degrees.
- Created in 2015
- Taught in **English**.
- It aspires to educate a new generation of managers and directors in Corporate Communication, Political Communication and Institutional Communication.
- **Internships** and professional mentorships.
- Teaching and training in **global cities**: Brussels, London, Geneva, New York.
- **2 student exchange**.
- **5 languages**: French, German, Chinese, Arabic and Portuguese.
- Excellent **language skills** will allow graduates to lead the globalization process, within its cultural diversity and multilingual reality.
- **Identitarian subjects**.

# CESAG



## History & Present status

- Three Bachelor Degrees:
  - Journalism
  - Advertising and Public Relations
  - Audiovisual communication
- Dual Degree in Journalism and Audiovisual Communication.
- Created in 2005 alongside with local PSM (Public Service Media) IB3
- Taught in Spanish, Catalan or English.
- Very practical, technological and professional oriented.
- CESAG is ascribed to Comillas and offers in 2022-23 a Diploma in Social, Communicative and Professional Skills which adds to its dual degrees in the field of Communications.
- Identitarian subjects: Ignatian Leadership.



# Deusto

Universidad de Deusto  
Deustuko Unibertsitatea  
University of Deusto



## History & Present status

- Two Bachelor Degrees:
  - Bachelor in **Communication** .
  - Bachelor in Communication and minor (own degree) in **Audio-visual communication technologies and Multimedia**.
- Created in 2009 alongside Bologna Education Framework.
- In 2018 the own degree in Audio-visual communication technologies and Multimedia.
- Interdisciplinary communication education.
- Education in **traditional journalistic skills** adapted to a **digital environment**.
  - **Interpersonal skills** and **corporate communications**.
- The graduate student will be able to work in media and organisations which need communication specialists who are able to plan and manage strategies and tactics in communications.





Universidad  
**LOYOLA**



# History & Present status

- **Bachelor in Communication**
  - Created in 2013
  - An innovative, fresh, digital initiative. It offers a creative and up-to-date solution to present circumstances in the field.
  - Subjects focus on business, digital content in information and entertainment, or innovation.
  - The degree offers **two itineraries**:
    - Journalism and Advertising
    - Advertising and Public Relations
- **MASTER'S DEGREES:**
  - Master in Digital and Corporate Communication Management plus Specialist degree in Digital Marketing
  - Master in Digital and Corporate Communication Management
  - Master in Digital journalism, multiplatform LOYOLA-CNN ACADEMY
- Identitarian subjects: **Ethics, Leadership** and **Personal Development.**
- In the senior year the students may choose as optional subject **Christian Event** or **Christian Social Thought.**



UNIVERSITAT  
**RAMON  
LLULL**



# History & Present status

## **BACHELOR DEGREES** (in Spanish or Catalan)

- Audio-visual communication.
- Journalism and Corporate Communication.
- Advertising, Public Relations and Marketing.
- **Global Communication Management** (taught in **English**)
- Experts in global corporate communication: corporate communications and public relations, business management and marketing, new technologies, humanities and the social sciences.
- Strong focus on **language learning** (two main international languages the student chooses among Arabic, French, Chinese, Spanish).

## **22-23 -->New degree**

**in Digital Media: technological convergence in professional communication environments.**

- **New disciplines such as technology, data analysis, and user design.**
- **DUAL DEGREES:**
  - **International Relations and Communication.**
  - The degree aims at a profile of a multi-task communicator: journalism and advertising, journalism and audio-visual skills, and advertising and audio-visual professional skills.

# Thanks! / ¡Gracias!

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