

ICAI

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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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### Framework of communication studies in Spain

- 70s. First communication faculties (Universidad Complutense de Madrid & Universitat Autònoma de Barcelona). Source: <u>Barrera</u>, 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 privates & 28 publics).



- 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.







- 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.



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- 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 Audiovisual 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.





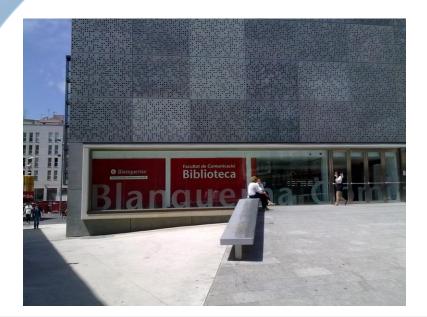
### Bachelor in Communication

- 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.





### **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 choses 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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