



CENTRO UNIVERSITARIO EUSA

Affiliated with University of Seville



Course List

taught in English

Academic year 2026-27

AUDIOVISUAL COMMUNICATION (CAV)

JOURNALISM (PER)

ADVERTISING & PUBLIC RELATIONS (PRP)

TOURISM (TUR)

Semester 1 (Fall)

Semester 2 (Spring)

DEGREE	SEM	COURSE NAME	SUBJECT AREA	ECTS	LANGUAGE	YEAR	CODE
CAV	1	AUDIOVISUAL NARRATIVE	CINEMA; COMMUNICATIONS	6	English	1	TBC
CAV	1	THEORY AND TECHNIQUE OF PHOTOGRAPHY	PHOTOGRAPHY	6	English	1	
CAV	1	FILM-MAKING I - BASICS	MEDIA STUDIES; CINEMA	6	English	2	TBC
CAV	1	FILM-MAKING III - DIGITAL VIDEO & POSTPRODUCTION	MEDIA STUDIES; CINEMA	6	English	3	
CAV	1	THEORY AND TECHNIQUE OF DOCUMENTARY FILMMAKING AND AUDIOVISUAL ADVERTISING	CINEMA; MEDIA STUDIES	6	English	4	TBC
CAV	1	GENDER STUDIES IN AUDIOVISUAL COMMUNICATION	ANTHROPOLOGY; MEDIA STUDIES	6	English	4	
PER	1	INTERNATIONAL RELATIONS	LAW; POLITICAL SCIENCE	6	English	1	TBC
PER	1	SOCIOLOGY AND PUBLIC OPINION	SOCIOLOGY	6	English	1	
PER	1	JOURNALISTIC DESIGN	MEDIA STUDIES; JOURNALISM	6	English	2	TBC
PER	1	STRATEGIC COMMUNICATION PLANNING	JOURNALISM; MEDIA STUDIES	6	English	3	
PER	1	STUDIES OF THE FUTURE OF COMMUNICATION	MEDIA STUDIES	6	English	3	TBC
PER	1	TRAVEL JOURNALISM	JOURNALISM; MEDIA STUDIES	4,5	English	4	
PRP	1	ECONOMICS APPLIED TO ADVERTISING	ECONOMICS; ADVERTISING	6	English	1	TBC
PRP	1	SOCIAL PSYCHOLOGY	PSYCHOLOGY	6	English	1	
PRP	1	ADVERTISING RESEARCH	ADVERTISING; MARKETING	6	English	2	TBC
PRP	1	MARKETING	MARKETING; BUSINESS	6	English	2	
PRP	1	CONSUMPTION: THEORY AND PRACTICE	ADVERTISING; PSYCHOLOGY	6	English	2	TBC
PRP	1	ADVERTISING CREATIVITY AND PUBLIC RELATIONS	ADVERTISING	6	English	3	
PRP	1	BRAND MANAGEMENT	ADVERTISING	6	English	3	TBC
PRP	1	ONLINE COMMUNICATION AND WEB STRATEGY	ADVERTISING; ART DESIGN; DIGITAL	6	English	4	
PRP	1	HISTORY, CULTURE, AND FASHION IN THE 20TH AND 21ST CENTURIES	HISTORY; CULTURE	6	English	4	TBC
TUR	1	HUMAN-RESOURCES MANAGEMENT IN THE TOURISM SECTOR	HUMAN RESOURCES	6	English	3	
TUR	1	MARKET RESEARCH FOR TOURISM	MARKETING	6	English	3	TBC
TUR	1	QUALITY MANAGEMENT IN THE TOURISM INDUSTRY	TOURISM; MANAGEMENT	6	English	4	
TUR	1	ART & CULTURAL TOURISM	TOURISM; ART	6	English	4	TBC
ALL	1	INDEPENDENT STUDY PROJECT *	ALL	6	English	-	

***CAVEAT:** Course offer may be subject to modification if EUSA minimum enrollment policy per course is not met or if maximum course capacity is reached. *Additional fees may apply for the course "Independent Study Project".

DEGREE	SEM	COURSE NAME	SUBJECT AREA	ECTS	LANGUAGE	YEAR	CODE
CAV	2	SOCIAL PSYCHOLOGY OF AUDIOVISUAL COMMUNICATION	SOCIOLOGY; MEDIA STUDIES	6	English	1	TBC
CAV	2	FILM-MAKING II – LIGHTING AND MULTICAMERA	MEDIA STUDIES; CINEMA	6	English	2	
CAV	2	SOCIOLOGY OF COMMUNICATION	SOCIOLOGY; MEDIA STUDIES	6	English	3	TBC
CAV	2	AUDIOVISUAL MARKETING	PUBLIC RELATIONS	6	English	3	
CAV	2	MYTHS AND THE IMAGINARY OF THE AUDIOVISUAL CULTURE	MEDIA STUDIES; CINEMA	6	English	4	TBC
CAV	2	TECHNOLOGY AND AI IN NEW AUDIOVISUAL MEDIA	MEDIA STUDIES	6	English	4	
CAV	2	CREATIVE WRITING	LANG. & LIT.	6	English	4	TBC
PER	2	PROPAGANDA AND POLITICAL COMMUNICATION	MEDIA STUDIES; ADVERTISING	6	English	1	
PER	2	ECONOMY APPLIED TO JOURNALISM	MEDIA STUDIES; ECONOMY	6	English	1	TBC
PER	2	PHOTOJOURNALISM	JOURNALISM; MEDIA STUDIES	6	English	2	
PER	2	STRUCTURE AND POWER OF COMMUNICATION	BUSINESS	6	English	3	TBC
PER	2	SPORTS JOURNALISM	JOURNALISM; SPORTS	4,5	English	4	
PRP	2	ADVERTISING STRATEGY	ADVERTISING	6	English	2	TBC
PRP	2	CONTEMPORARY AUDIOVISUAL AND ARTISTIC APPLICATIONS IN ADVERTISING	ADVERTISING; ART DESIGN	6	English	2	
PRP	2	PUBLIC RELATIONS PROGRAMMING AND TECHNIQUES	PUBLIC RELATIONS	6	English	2	TBC
PRP	2	ART DIRECTION	ADVERTISING; ART DESIGN	6	English	3	
PRP	2	MANAGEMENT OF ADVERTISING COMPANIES	BUSINESS	6	English	3	TBC
PRP	2	PLANNING AND MANAGEMENT OF ADVERTISING MEDIA	MEDIA STUDIES; ADVERTISING	6	English	3	
PRP	2	APPLIED CREATIVITY	MEDIA STUDIES; ADVERTISING	6	English	4	TBC
PRP	2	EVENT MANAGEMENT	MEDIA STUDIES; ADVERTISING	4	English	4	
PRP	2	ACCOUNT MANAGEMENT	BUSINESS	6	English	4	TBC
TUR	2	STRATEGIC MANAGEMENT OF TOURISM ORGANIZATIONS	BUSINESS	6	English	3	
TUR	2	ADVERTISING AND COMMERCIAL PROMOTION FOR TOURISM	MARKETING; ADVERTISING	6	English	4	TBC
TUR	2	OPERATION MANAGEMENT IN TOURISM ORGANIZATIONS II	BUSINESS	6	English	3	
ALL	2	INDEPENDENT STUDY PROJECT *	ALL	6	English	-	

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