

UEM COURSES 2010-2011

FALL SEMESTER	YEAR/ELECTIVES	SPRING SEMESTER	YEAR/ELECTIV
ARCHITECTURE			
IMAGE ANALYSIS. CONTEMPORARY ART AND CULTURE	1	CONCEPTUAL HISTORY OF UNIVERSAL ART	1
GEOMETRIC AND ARCHITECTONIC REPRESENTATION SYSTEMS	1	EXPRESSION TECHNIQUES AND ANALYTICAL REPRESENTATION SYSTEMS	1
ART			
DRAWING I	1	CONCEPTS AND HISTORY OF ART	1
CONTEMPORARY ART HISTORY	2	PHOTOGRAPHYY	1
AUDIOVISUAL TECHNIQUES	2	FUNDAMENTALS OF THE DIGITAL IMAGE	1
ART, SCIENCE AND TECHNOLOGY	3	ART AND SOCIETY	2
ART, MUSIC AND LITERATURE	3	CONTEMPORARY CULTURES	3
DESIGN			
PHOTOGRAPHY AND THE DIGITAL IMAGE	1	HISTORY OF ART, DESIGN AND CONTEMPORARY ARCHITECTURE I	1
COMMUNICATION AND MARKETING	3	HISTORY OF ART, DESIGN AND CONTEMPORARY ARCHITECTURE II	2
BUSINESS MANANGEMENT AND ENTREPRENEURSHIP			
BUSINESS ECONOMICS	1	BUSINESS ADMINISTRATION	1
FINANCIAL ACCOUNTING I	1	FUNDAMENTALS OF MARKETING	1
ANALYSIS OF ECONOMIC ENVIRONMENTS	1	FINANCIAL ACCOUNTING II	1
BUSINESS MATHEMATICS	1	CONSUMER BEHAVIOUR	1
BUSINESS LAW	2	ECONOMIC AND SOCIAL THOUGHT	1
HUMAN RESOURCES MANAGEMENT	2	BUSINESS OPERATIONS	2
COST ACCOUNTING	2	INDUSTRIAL ORGANIZATION	2
ANALYSIS OF FINANCIAL OPERATIONS	2	STATISTICS	2
MARKETING INSTRUMENTS	2	BUSINESS ETHICS	3
MANAGERIAL SKILLS	3	STRATEGIC MANAGEMENT	3
INNOVATION MANAGEMENT	3	FINANCIAL MANAGEMENT	3
QUALITY MANAGEMENT AND CUSTOMER SERVICE	4	BUSINESS FACTORY WORKSHOP	4
SALES MANAGEMENT AND TECHNIQUES	4		
MANAGING A FAMILY BUSINESS	E	INTERNATIONAL FINANCE	E
STRATEGIC PLANNING	E	STRATEGIES FOR BUSINESS GROWTH	E
MERGERS AND ACQUISITIONS	E		
MARKETING AND COMMERCIAL MANAGEMENT AND ADVERTISING COMMUNICATION			
STRUCTURE OF THE ADVERTISING SECTOR	1	INFORMATION SOURCES IN ADVERTISING	1
CORPORATE COMMUNICATION	2	APPLIED COMPUTER SCIENCE FOR ADVERTISING	2
PROCESSES IN ADVERTISING AGENCIES	3	ANALYSIS OF ADVERTISING COMMUNICATION EFFECTS	3
ECONOMETRICS	3	ADVERTISING MEDIA AND FORMATS	3
COMMERCIAL DISTRIBUTION	3	ADVERTISING IN DIGITAL ENVIRONMENTS	3
STRATEGIC MARKETING "MARKETING FACTORY"	3	BRAND MARKETING	3
COMMERCIAL COMMUNICATION	4	SALES TECHNIQUES	3
MARKET RESEARCH AND TECHNIQUES	4	PRICE MARKETING	3
SALES MANAGEMENT	4	INTERNATIONAL MARKETING	4

COMMERCIAL SIMULATION	4	FOUNDATIONS OF ADVERTISING STRATEGY	4
SOCIAL NETWORKS AND NEW TRENDS	4	STRATEGIC RESEARCH OF MEDIA	4
STRATEGIC MANAGEMENT IN PUBLIC RELATIONS	4	EVENTS MANAGEMENT AND BUSINESS PROTOCOL	4
COMPUTER SCIENCE FOR CREATIVITY	4		
		CONSUMER BEHAVIOUR IN MARKETING	E
		SPORTS MANAGEMENT	E
		SPORTS BUSINESS MANAGEMENT	E
		SPORTS MARKETING	E
FINANCE			
FINANCIAL SYSTEMS	3	CORPORATE FINANCE	3
GLOBAL STRATEGIES	4		
LAW			
COMPARATIVE LEGAL SYSTEMS	1		
CONSTITUTIONAL LAW AND CIVIL LIBERTIES	1		
LEGAL AND BUSINESS ETHICS	1		
CRIMINOLOGY			
INTRODUCTION TO PSYCHOLOGY	1	BIOLOGY	1
INTRODUCTION TO SOCIOLOGY	1	INTRODUCTION TO CRIMINOLOGY	1
SOCIOLOGY OF DEVIATION	2	ANTHROPOLOGY	1
SCIENTIFIC INVESTIGATION IN CRIMINOLOGY	2	CRIMINAL POLLITICS	2
		CRIMINAL PSYCHOLOGY	2
		AREAS AND SPECIFIC FORMS OF CRIMINALITY	2
		LEGAL AND FORENSIC MEDICINE	2
INTERNATIONAL RELATIONS			
HISTORY AND THEORY OF INTERNATIONAL RELATIONS	1	DOCUMENTING SOURCES	1
CONCEPTS OF INTERNATIONAL RELATIONS	1	FOREIGN POLICY AND DIPLOMACY	1
COMMUNICATION IN INTERNATIONAL RELATIONS	1	HUMAN RIGHTS AND DEVELOPMENT COOPERATION	1
HUMAN, ECONOMIC AND POLITICAL GEOGRAPHY	1	CURRENT DAY OBSERVATIONS	1
THEORY OF STATE AND COMPARATIVE POLITICAL SYSTEMS	2	PUBLIC INTERNATIONAL LAW	2
COMPARATIVE LEGAL SYSTEMS	2	THE UNITED NATIONS	2
GLOBAL ECONOMY AND FOREIGN TRADE	2	THEORY AND ANALYSIS OF INTERNATIONAL CONFLICTS	2
CULTURAL DIFFERENCES AND INTERCULTURALITY	2	MANAGEMENT OF MULTINATIONAL COMPANIES	2
SPAIN'S FOREIGN POLICY	2		
JOURNALISM, MEDIA STUDIES AND MULTIMEDIA, ADVERTISING COMMUNICATION			
PHOTOGRAPHIC EXPRESSION	1	VIRTUAL SETTINGS DESIGN	1
AUDIOVISUAL TECHNOLOGY	1	JOURNALISTIC DOCUMENTATION AND RESEARCH	1
COMMUNICATION TECHNIQUES AND STRATEGIES	1	EDITING AND POSTPRODUCTION	1
ANNOUNCING AND DUBBING	1	TODAY'S WORLD AND HISTORICAL PERSPECTIVES	1
NEWS GENRES AND JOURNALISTIC WRITING	1	DESIGN AND LAYOUT	1
PERSUASION AND OPINION	2	MUSICAL SETTINGS AND SOUNDTRACKS	1
SOUND IN TV AND PERFORMANCES	2	SPANISH FILM	1

RADIO PRODUCTION	2	CURRENT EVENTS AND HISTORICAL PERSPECTIVES	1
MULTIMEDIA DESIGN AND PROGRAMMING	2	RADIO LAB	2
ART AESTHETICS AND MANAGEMENT	2	ETHICS AND PROFESSIONAL DEONTOLOGY	2
ANIMATION AND VIDEO GAMES	2	TELEVISION PRODUCTION	2
TELEVISION LAB	3	PHOTOJOURNALISM	2
COMMUNICATION LAW	3	COMMUNICATION AND NEWS BUSINESS GROUPS	2
MARKETING AND GLOBAL COMMUNICATION	3	SCENOGRAPHY AND LIGHTING	2
MULTIMEDIA JOURNALISM PLATFORMS	3	GEOPOLITICS	3
SPAIN AND ITS RECENT HISTORY	3	FILM PRODUCTION, DISTRIBUTION AND EXHIBITION	3
INTERNATIONAL POLITICAL COMMUNICATION	3	FILM DIRECTING	3
		FILM SOUND DESIGN	3
		FILM PHOTOGRAPHY	3
		SCREENPLAY	3
LITERATURE AND COMMUNICATION	E	RELATIONSHIPS BETWEEN PRESS AND POWER	E
JOURNALISM AND SOCIETY	E	INTERCULTURAL COMMUNICATION	E
DIGITAL PROCEDURES APPLIED IN PHOTOGRAPHY	E	CONTEMPORARY ARTISTIC MOVEMENTS	E
SEARCHING AND FINDING INFORMATION ON THE INTERNET	E	NEWS MEDIA LAB	E
DOCUMENTARY FILM	E	ANIMATION PREPRODUCTION AND POSTPRODUCTION	E
FILM ANALYSIS	E	TELEVISION FICTIONAL PROGRAMS	E
SPECIAL EFFECTS	E	SPORTS TELEVISION	E
TELEVISION REPORTS	E	RADIO DRAMA	E
TELEVISION NEWS	E	RADIO PROJECTS WORKSHOP	E
RADIO NEWS	E	RETRO PHOTOGRAPHY	E
SPORTS RADIO	E	VISUAL EDUCATION: IMAGE GRAMMAR AND AESTHETICS	E
THE RADIO DURING ELECTORAL CAMPAIGNS	E	EDITORIAL DESIGN	E
WEB PUBLICATIONS OF PHOTOGRAPHIC PROJECTS	E		
HISTORY OF PHOTOGRAPHY	E		
ADVERTISING COMMUNICATION			
STRUCTURE OF THE ADVERTISING SECTOR	1	CORPORATE COMMUNICATION	1
PRODUCT AND BRAND MANAGEMENT	1	PERSUASIVE COMMUNICATION	1
ADVERTISING INFORMATION SOURCES	1	DIGITAL ADVERTISING	2
WORK PROCESSES IN ADVERTISING AGENCIES	2	DISTRIBUTION, PRODUCTION AND PACKAGING	3
ADVERTISING MEDIA, CHANNELS AND FORMATS	2	DIRECT AND PROMOTIONAL MARKETING	3
STRATEGIC MARKETING IN INTERNATIONAL ENVIRONMENTS	3	CORPORATE IDENTITY AND BRAND DEVELOPMENT	3
INTEGRATING STRATEGIES	3	MANAGEMENT OF CLIENT SERVICES	3
ADVERTISING STRATEGY LAB	4	VISUAL CREATION AND DEVELOPMENT	3
E-COMMERCE	4	ADVERTISING PHOTOGRAPHY	3
FINANCIAL ANALYSIS IN MARKETING	4	VISUAL CORPORATE IDENTITY	3
CREATION TECHNIQUES	4	ADVERTISING WRITING	3
ADVERTISING PRODUCTION	4	DIGITAL AND INTERACTIVE STRATEGY	4
COMPUTER DRAWING FOR ADVERTISING	4	ART MANAGEMENT	4
MULTIMEDIA ADVERTISING DESIGN	4		
CREATIVITY IN AUDIOVISUAL FORMATS	4		
GRAPHIC CREATIVITY LAB	4		
VISUAL CREATION AND DEVELOPMENT LAB	4		

MULTIMEDIA CREATIVITY LAB	4		
CONTEMPORARY ARTISTIC MOVEMENTS	4		
TRANSLATION AND INTERCULTURAL COMMUNICATION			
PROFESIONAL INTERCULTURAL COMMUNICATION	1	TRANSLATION LAB	1
INITIATION TO TRANSLATION	1	TRANSLATION ASSISTED BY COMPUTER	2
TRANSLATION IN THE DIGITAL ENVIRONMENT	3	STRATEGIES OF INVERSE TRANSLATION	2
DANCE SCIENCES			
ARTISTIC MUSICAL EXPRESSION	1	TECHNIQUES OF POSTURAL CONTROL	1
ARTISTIC CORPORAL EXPRESSION	1		
ANTHROPOLOGY OF DANCE	1		
SPORTS AND PHYSICAL ACTIVITY SCIENCES			
CORPORAL EXPRESSION	1		
THE GAME: THEORY AND PRACTICE	1		
ACTIVITIES IN NATURE	3		
SPORTS TRAINING	3		
SPORTS MANAGEMENT	3		
SOCCER	E	CYCLING	E
ATHLETICS	E	SWIMMING	E
JUDO	E	ARTISTIC SPORTS GYMNASTICS	E
TENNIS	E	HANDBALL	E
BASKETBALL	E	VOLLEYBALL	E
GOLF	E	WINTER SPORTS	E
ENGINEERING			
HEALTH SCIENCES: MEDICINE, DENTISTRY, PODOLOGY, PHYSIOTHERAPY, BIOTECHNOLOGY, PHARMACY			