

**Faculty of Communication Sciences**  
**Bachelor's Degree in Advertising and Public Relations**

Year 1

Schedule · 1st Semester

	Monday	Tuesday	Wednesday	Thursday	Friday
08.00 – 10.00	<b>Marketing I: Marketing Foundations (16316)</b>			<b>Public Speaking (16317)</b>	
10.00 – 12.00	<b>History and Theory of Public Relations (16320)</b>	<b>Communication: Drafting and Writing (07819)</b>	<b>Audiovisual Communication for Advertising (16315)</b>	<b>Communication: Drafting and Writing (07819)</b>	<b>Audiovisual Communication for Advertising (16315)</b>
12.00 – 14.00		<b>Aesthetics (16314)</b>	<b>Anthropology (16319)</b>		<b>Anthropology (16319)</b>