

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

Course 1

Schedule · 1st semester

	Monday	Tuesday	Wednesday	Thursday	Friday
08.00h - 10.00h	General English (7821)	Emotional Marketing (7825)	Information Theory (9583)	Emotional Marketing (7825)	General English (7821)
10.00h - 12.00h	Information Theory (9583)	History and Theory of Public Relations and Advertising (12057)	Communication: Drafting and Writing (7819)	History and Theory of Public Relations and Advertising (12057)	Communication: Drafting and Writing (7819)
12.00h - 14.00h		Fundamentals of Human Communication I (7826)	Advertising Language (7824)	Advertising Language (7824)	TV Set (7823)