

**MASTER'S DEGREE IN HERITAGE AND COMMUNICATION****COMPULSORY CORE MODULE:****Module A: INSTRUMENTAL COURSES (6 credits)**

Code	Course	ECTS	Semester
6858	Research Techniques: Sampling and Analysis	3	Fall
6859	Social Communication of Heritage	3	Fall

ELECTIVE COURSES (42 credits)

Fall Semester (It is recommended to take 24 credits. At least 6 credits must be from a different module)

Module B: HERITAGE


Code	Course	ECTS	Semester
6860	A Method of Archaeological Analysis of Complex Societies	3	Fall
6862	Social, Economic and Cultural Foundations of Medieval Heritage	3	Fall
6863	Gentlemen Farmers. Their Impact on World Heritage and Modern Medieval Castilla	3	Fall
6865	Cathedrals as Heritage: Culture and Communication	3	Fall
6867	Professional Fields Relating to Heritage: Archaeology, Archives and Libraries	3	Fall
7220	Fixed Heritage and Gender	3	Fall

Module C: COMMUNICATION


Code	Course	ECTS	Semester
6868	Sources of Contemporary Documentation	3	Fall
6869	The City in the 21 st Century. Ways of Cultural Intervention in the City	3	Fall
6870	The Television as Entertainment Show	3	Fall
6872	Radio's Current Outlook: from Local to Global. The Technological Revolution	3	Fall
6873	Anthropological View(s). Representation and Communication of Violence and Cultural Conflicts.	3	Fall

Spring Semester (It is recommended to take 18 credits. At least 6 credits must be from a different module)


Module B: HERITAGE

Code	Course	ECTS	Semester
6876	Disclosure of the Archaeological Heritage	3	Spring
6878	War, Image and Propaganda (16 th and 18 th Centuries)	3	Spring
6879	City and Contemporary Architecture: Space, Image and Development	3	Spring
6880	The Contemporary Art Museum and the New Tendencies in Museum Management	3	Spring
 6885	Historic Heritage and Cultural Tourism	3	Spring
6881	External Internships – Heritage	3	Spring


**Module C: COMMUNICATION**

Code	Course	ECTS	Semester
6882	Persuasive Communication. Stereotypes in Advertising and the Consumer Society.	3	Spring
6883	Communication in the Age of New Information Technologies	3	Spring
7221	Cinema and Architectural Space	3	Spring
7223	Neuromarketing: Advertising Discourse and Emotional Reasoning	3	Spring
6886	Journalism and History	3	Spring
 6887	External Internships – Communication	3	Spring

COMPULSORY CORE MODULE

Code	Course	ECTS	Semester
 6953	Final Master's Project	12	Spring

IMPORTANT INFORMATION

 English Friendly Courses.
<ul style="list-style-type: none"> • Fall Semester = 1st Semester • Spring Semester= 2nd Semester