

INTERNATIONAL CENTRE FOR CONTINUING EDUCATION



Study Abroad Programmes

Academic Programmes
Barcelona- Vic

Academic year 2021-2022

Study Abroad programmes at University of Vic - Central University of Catalonia (UVic-UCC) are designed for university students from higher education institutions in other countries who wish to carry out further studies for one or two semesters in Barcelona or Vic, as part of their international experience.

The UVic-UCC offers Spanish courses that can be combined with other elective courses in English in different fields of study. On completion, the student receives a UVic-UCC certificate with academic credits that can be recognised by the home university.

BUSINESS, DESIGN AND INNOVATION

Courses Fall 2021	ECTS (*)
Design thinking	6
Digital business	6
Start-up creation	6
Global marketing	6
Marketing and fashion	6
Brand design	6
Leadership, business and society	6

Courses Spring 2022	ECTS (*)
Design thinking	6
Digital business	6
Start-up creation	6
Marketing and fashion	6
Global Marketing	6
Brand design	6
Leadership, business and society	6
Luxury Marketing	6
Retail management	6
Psychology of Communication and Publicity	6

Venue: Barcelona

Calendar: Fall 2021: September 6th 2021 – December 16th 2021.
Spring 2022: January 10th 2022 – April 21st 2022

INTERNATIONAL BUSINESS AND MARKETING

Courses Fall 2021	ECTS (*)
12076 International Economics	6
12056 International Marketing	6
12117 Leadership, Business and Society	6
12068 Strategic Management and Planning	6
12218 Advertising & PPRR International Campaign Management	6
12263 Brand Design	6
11955 e-Business	6
12251 Global Communication Strategies	6
12255 Cross-Cultural Studies	6
12249 European & International Lobbying	3
11974 Social Media	3

Courses Spring 2022	ECTS (*)
12118 Brand Building	6
12069 International Trade Management	6
16831 Trade & Retail Marketing	6
12240 Corporate Social Responsibility	3
16829 Customer Experience & Design Thinking	6
16838 Digital Marketing & E-Commerce	6
12066 Entrepreneurship	6
12114 International Affairs	6
12259 Brand Content	3
12220 Personal Branding	3
11997 Sports Marketing	3

Venue: Vic

Calendar: Fall 2021: September 13th 2021 – January 28th 2022.
Spring 2022: January 31st 2022 – June 3rd 2022.

COMMUNICATION AND MEDIA STUDIES

Courses Fall 2021	ECTS (*)
14507 International Journalism	6
14502 Documentary Workshop	6
14513 TV Advert Workshop	3
12217 Audiovisual Media Post-Production	3
14506 Internal Communication	3
16749 Communication Theory	6
12218 Advertising & Public Relations International Campaign Management	6
12263 Brand Design	6
11955 e-Business	6
12251 Global Communication Strategies	6
12255 Cross-Cultural Studies	6
12249 European & International Lobbying	3
11974 Social Media	3

Courses Spring 2022	ECTS (*)
14521 Communication Research Methods	6
14508 Introduction to Audiovisual Animation	6
11541 Languages of Communication	6
14511 Social Journalism	6
14515 Video Workshop	6
12245 Crisis Communication	3
14501 Digital Audio Workshop	3
12241 Network, 2.0 & Content Curator	3
12226 Planning and Assessment of Online Media	3
16829 Customer Experience & Design Thinking	6
16838 Digital Marketing & E-Commerce	6
12012 Entrepreneurship	6
11792 International Affairs	6
12220 Personal Branding	3
12259 Brand Content	3
11997 Sports Marketing	3

Venue: Vic

Calendar: Fall 2021: September 13th 2021 – January 28th 2022.
Spring 2022: January 31st 2022 – June 3rd 2022.

All programmes and semesters in Vic:

Spanish A1 to B1	3 ECTS
Español para usos profesionales	6 ECTS

TUITION FEES

ECTS *	Tuition fees	ECTS *	Tuition fees
12	1.550€	36	3.870€
15	1.965€	39	4.195€
18	2.090€	42	4.280€
21	2.475€	45	4.585€
24	2.800€	48	4.895€
27	3.050€	54	5.500€
30	3.230€	60	5.775€
33	3.550€		

The price does not include: transport; accommodation; meals and drinks; excursions and other leisure activities; books and personal expenses.

(*) ECTS: European credit