SPAIN

MAJORCA

BALEARIC ISLANDS

Journalism

Media Studies

Journalism+Media Studies (Dual Degree)

Public Relations and Advertising

AFFILIATED WITH COMILLAS PONTIFICAL UNIVERSITY

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BACHELOR’S DEGREES IN

COMMUNICATION

Journalism

Media Studies

Journalism+Media Studies (Dual Degree)

Public Relations and Advertising

CORE VALUES

Solidarity, Social Justice and Faith
Honesty and integrity
Learning
Diversity

Communication and Collaboration
Professionalism
Commitment
Entrepreneurship

cesag.org
Journalism, Media Studies, Public Relations and Advertising

**Journalism**
BA (Hons) Journalism is designed to equip students to succeed in the demanding and rapidly-evolving world of journalism. It teaches the skills and techniques of multimedia journalism, spanning print, online, video and audio formats, in a highly vocational environment based on multi-platform newsroom.

- **INFO** [www.cesag.org/journalism](http://www.cesag.org/journalism)
- Duration: 4 years
- ECTS: 240
- 2017/2018 fees: €6,868.80

**Media Studies**
BA (Hons) Media Studies is designed to prepare students to succeed in the demanding and rapidly-evolving world of media content. It covers a wide array of formats: cinema, television, videogames... Students will learn the insights of production, script writing, audio mixing, radio programming and digital photography, among many others.

- **INFO** [www.cesag.org/mediastudies](http://www.cesag.org/mediastudies)
- Duration: 4 years
- ECTS: 240
- 2017/2018 fees: €6,868.80

**Journalism + Media Studies**
BA (Hons) Journalism and Media Studies enables students to gain the necessary skills in Journalism and Media. Dual Degree duration: 5 years full-time.

- **INFO** [www.cesag.org/communicationdualdegree](http://www.cesag.org/communicationdualdegree)
- Duration: 5 years
- ECTS: 312
- 2017/2018 fees: €6,868.80

**Advertising and Public Relations**
BA (Hons) Advertising and Public Relations aims to train highly qualified professionals with the skills needed to work in agencies, businesses and both public or private institutions and organisations. Students will be able to focus on creating, designing and producing as well as working on media planning, target audiences and consumers.

- **INFO** [www.cesag.org/advertising](http://www.cesag.org/advertising)
- Duration: 4 years
- ECTS: 240
- 2017/2018 fees: €6,868.80

**ADMISSION REQUIREMENTS**
Check our website for entry requirements. Visit us on Open Days, where prospective students and their families can meet students and lecturers and find more about subject choices, college life and facilities.

More information: [www.cesag.org/prospective-students](http://www.cesag.org/prospective-students)

**OTHER STUDIES**
- Camp Leadership Diploma
- Specialised Training Courses
- English Language Courses
- Graduate Diploma in Tourism and Communication

**CONTACT US**
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Affiliated with Comillas Pontifical University ICADE-ICAI, Center for Higher Education Alberta Giménez (CESAG) offers six bachelor’s degrees:

**Early Childhood Education, Primary Education, Journalism, Media Studies, Advertising & Public Relations and Sport Science.**

It also offers a Dual Degree in Early Childhood and Primary Education, and a Dual Degree in Journalism and Media Studies.

**Quality**
BAs at CESAG are official degrees awarded by Comillas Pontifical University ICADE-ICAI recognised by the Spanish Educational System and the European Higher Education Area (EHEA).

**Experience and tradition**
Our congregation was founded by Alberta Giménez in the 19th century and one of her main projects was the creation of a school for female teachers. In the 20th century this evolved into the School of Education, which was affiliated to the University of Barcelona from 1974 to 1978 and to the University of the Balearic Islands from 1978 to 2014. A new stage began in 2014 when CESAG was affiliated to Comillas Pontifical University ICADE-ICAI.