

### Graduate profile - Bachelor's degree in Communication

This degree programme aims to equip students to become communication professionals with a flexible, interdisciplinary, creative, innovative and entrepreneurial profile. Graduates will be communicators who understand communication from a comprehensive perspective, capable of critically analysing reality, adapting to the local needs, and working with a deep sense of ethics and civic commitment.

The degree focuses on the three main areas - interpersonal, mediated and organisational communication. It provides graduates with a grounding that combines skills traditionally associated with journalism, with their adaptation to the online environment, the development of interpersonal skills and the awareness and ability to understand the importance of communication for all the organisations that make up our social fabric, and a particular focus on the ability to design and implement communication plans and strategies.

Specifically, the Bachelor's degree in Communication provides students with:

- Content-based training, i.e. problems and situation of the social environment surrounding communicators.
- Communicative and humanistic skills such as the correct use of language.
- Skills for the design and implementation of medium to long-term communication plans and for the establishment of communication strategies.
- An understanding of journalistic techniques.

Based on this core framework, the degree programme offers two specialist pathways: journalism-information and organisation-business.

All this will enable graduates to work in the media (press, radio, television or web) and in all types of businesses and institutions that require specialists to plan, design and manage communication plans and strategies.