

COURSE DETAIL

CREATIVE COMMUNICATION STRATEGY AND CONCEPTUALIZATION

Country

Spain

Host Institution

University of Alicante

Program(s)

University of Alicante

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

123

UCEAP Course Suffix**UCEAP Official Title**

CREATIVE COMMUNICATION STRATEGY AND CONCEPTUALIZATION

UCEAP Transcript Title

COMM STRATEGY

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course offers a study in the development and execution of creative communication strategies in advertising and public relations. Emphasis is placed on idea generation, conceptualization (visual and verbal), and the implementation of campaigns tailored to specific audiences, media environments, budgets, and timelines. This course discusses the full creative production process and evaluation of campaign effectiveness. It supports a strategic approach to communication grounded in creativity and real-world application.

Language(s) of Instruction

Host Institution Course Number

22520

Host Institution Course Title

ESTRATEGIA CREATIVA Y CONCEPTUALIZACIÓN

Host Institution Course Details

<https://cvnet.cpd.ua.es/Guia-Docente/?wlengua=en&wcodasi=22520&scaca=2025-26>

Host Institution Campus

San Vicente del Raspeig

Host Institution Faculty

Communication and Social Psychology

Host Institution Degree

Degree in Advertising and Public Relations

Host Institution Department

Communication and Social Psychology

Course Last Reviewed

2025-2026

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