

# 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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