

**PhD program in**

# **Strategic Communication, Advertising & Public Relations**

**UAB**

**Universitat Autònoma de Barcelona**

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*Information document without legal implications*

# Welcome

In this document you will find a brief presentation about the essence of our doctorate.

I hope this document helps you choose our program to further your education.

About us... In the field of 'Advertising and Public Relations' the degree we teach is number one in Spain according to the ranking of 'El Mundo'. And in general, the UAB is the second Spanish university in the Young University Ranking.

Do not hesitate to contact us if you have any questions.

We are waiting for you!

Ph. D. David Roca  
Coordinator

Ps. Please, before checking this PDF check our webpage:

<https://www.uab.cat/web/postgraduate/phds/all-phd-programmes/general-information/strategic-communication-advertising-and-public-relations-1345467765430.html?param2=1345704803546>

# 1. Objective

Our main objective is to train doctors prepared to apply the scientific method to:

- Develop basic or applied research that allow:
  - To solve communication problems in the promotion of ideas, products or services; especially social issues.
  - Building and enhancing brands.
  - Making persuasive processes understood.
  - Building and improving theoretical models.
- **It is not the objective** of the program to develop research that does not obtain generalizable results: case studies or personal projects (e.g. planning a strategy for brand x). These approaches are more typical of a final degree work or of a master's degree, and not a doctorate.

## 2. Career opportunities

- Professor and researcher at the University
  - Some of our doctors work in universities like: U. Abat Oliba, U. Oberta de Catalunya, U. Pompeu Fabra, (Barcelona); U. de Guanajato, U. de Guadalajara (México); U. de Puerto Rico (USA), etc.
- Researcher or consultant in organizations:
  - Other of our doctors' work in management positions for private companies such as: DDB; Havas Media...
- Strategic consultant (branding...)

### 3. Research orientation

Our orientation goal is to promote the development of theses that build a new body of knowledge on strategic communication, advertising and public relations, especially in social issues.

The 'philosophy' of the doctorate is based on two basic axes:

- Methodological education, with special emphasis on inferential statistics.
- The internationalization of results by publishing results in impact journals.

## 4. Lines of research of the PhD program

### 1. GRP

- a. Marketing, brand image and consumer behavior
- b. Advertising creativity & graphic design
- c. Social advertising (e.g. campaigns against alcohol consumption)
- d. Advertising and gender.
- e. Audiovisual languages and new formats.

### 2. Publi-radio

- a. Sound as a strategic communication tool in advertising and public relations, sound creativity in advertising and public relations, 'Audio Branding', creative use of sound in the framework of radio and audiovisual communication, persuasive sound communication and new narratives, sono-digital sphere.
- b. History of Advertising, history of Radio and TV, narrative and audiovisual language, radio fiction, audiovisual journalism.

### 3. Laicom, Migracom, 'psychology, communication and advertising' and others:

- a. Psychology, advertising and communication.
- b. Values in communication.
- c. Representation of socio-cultural diversity in advertising.
- d. Narrative persuasion in advertising and corporate stories; new communicative languages in advertising; audiovisual editing as a tool for the reconstruction of reality.
- e. Communication, new technologies and social networks; communication and sport.
- f. Inequalities in the use of information and communication technologies, sustainable consumption, the values of culture: inequality in access and production, studies on leisure and free time.

### 4. Other topics not listed: consult with coordination: [david.roca@uab.cat](mailto:david.roca@uab.cat)

## 5. Education activities

### 5.1. Required courses

1. Annual follow-up of your thesis with 3 working doctoral group.
2. Participation in methodological training activities: 60h of student work (compulsory statistical training...).
3. Acceptance of a communication to an international (Icoria) or national (e.g. Graphics Symposium) congress, or sending an article to a scientific journal of international impact (preferably Q<sub>1</sub> o Q<sub>2</sub> Scopus or JCR).

### 5.2. Elective courses

1. Research stays in European centres (e.g. ASACOR, University of Amsterdam).
2. Cross-cutting training activities at the UAB.
3. Others (consult with coordination).

## 6. Annual student attendance

- The student must schedule at least **2 periods of compulsory attendance at the UAB** (between one week and ten days), in order to attend: 1) compulsory training activities; 2) evaluation activities & working doctoral groups.
- The calendar of these activities is published at the beginning of each academic year (October-November).
- The doctoral student's learning process is based on close and regular monitoring of the development of the thesis by the director. Therefore, a permanent presence at the UAB or long stays (at least one month per semester) is recommended. However, candidates who accredit in the admission form work or family causes, etc., may be exempted from this obligation.



## 7. Specific education requirements

1. Advanced knowledge in Advertising, Public Relations, Marketing, Audiovisual Communication or Journalism, as well as other specialties such as marketing, sociology, psychology or economics.
2. **Intermediate to high level of English**, which allows you to at least read scientific articles and understand teaching in that language (if applicable).
3. Previous methodological training (in case the doctoral student cannot accredit it, he/she must take the methodological module of the Official Master's in Strategic Planning in Advertising and Public Relations).

## 8. Pre-selection: procedure and necessary documents

The application for admission must be filled on-line, following the website instructions: <https://www.uab.cat/web/postgraduate/phds/all-phd-programmes/admission/admission-application/strategic-communication-advertising-and-public-relations-1345467765272.html?param2=1345704809546>

### 8.1. Documentation for registration (sent by e-mail)

Program admission form (VERY IMPORTANT)

### 8.2. Documentation for registration through the application

1. Copy of ID card or passport
2. Accreditation of English language proficiency at MRCRL-B2 level or equivalent is recommended\*.
3. In the case of students who have not completed their undergraduate or graduate training in Spanish, accreditation of proficiency at MECRL-C2 level or equivalent is recommended\*.
4. Admission form (maximum 1 page)\*.
5. Proposal for a doctoral research project, within the framework of one of the lines of research of the Doctorate (according to the programme's template).
6. Copies of diplomas and official transcripts of grades from all studies and post-college of the candidate.

## 9. Criteria for assessment of merit (10 places)

1. **25%:** Affinity of studies and curricular path to the area of Strategic Communication, Advertising and Public Relations.
2. **25%:** Adequacy of the research plan proposed by the candidate, in relation to some lines of research of the doctorate.
3. **30%:** Obtaining grants and/or research scholarships.
4. **10%:** Assessment of the candidate's motivations.
5. **10%:** Mastery of Portuguese (or Spanish in the case of the candidate's first language is Portuguese) at the level of MERC B2 certificate or higher\*.
6. **Priority qualitative criteria** (not exclusive): 1) high knowledge of English; 2) full-time dedication; 3) residence in Barcelona during the doctorate; 4) online interview.

## 10. Frequently Asked Questions (i)

1. **Do I need an oficial master degree to be a candidate?** Yes.
2. **Can I do my doctorate from my country?** You must attend 3 types of activities: training, evaluation (*seguiment*) and *working doctoral groups*.
3. **Do I need to know English?** Yes, it is preferable to have a medium-high level of knowledge, since a large part of the literature in our area is in that language.
4. **Can I write my thesis in English?** Yes, we encourage you to do it, so that you can obtain an international doctorate\*.
5. **Do I need to have statistical knowledge?** It is **preferable**, however, the PhD will provide education in inferential statistics (Jamovi free software).
6. **How do I find my director?** We **recommend** that you search for the program's professors on the department's website and make a proposal on the admission form; you can also search for their publications on 'google-academic' (listed in the question 13).

## 10. FAQs (ii)

7. **How many hours do I have to spend on my doctorate?** A minimum of 4 hours per day is recommended.
8. **How do I prepare the research proposal?** You must follow the template we provide and the instructions. The time you spend on the template is key to admission.
9. **What is the admission ratio?** In the 2019 academic year it was 40%.
10. **Where are the PhD students from?** About 70% of the students come from Latin America.
11. **What is the profile of the students?** About 70% of the students are university professors or are related to the university field. The other 30% are active professionals in different organizations.
12. **How old are the students?** Most of the students are usually around 30 years old.
13. **In what language are the lessons given?** In Spanish, although there may be some sessions in English; and reading materials in English.

## 10. FAQs (iii)

**14. Who do I ask for administrative questions?** You should write an email or call the department (see last page of this document).

**15. Who are the program thesis directors<sup>14</sup>?** David Badajoz, Armand Balsebre, Mariluz Barbeito, Estrella Barrio, Josep Maria Blanco, Anna Fajula, Alfons González, Patrícia Làzaro, Jordi López\*, Nicolás Lorite, Fernando Morales, Juan José Perona, David Roca, Illeana Zeler\*.

**16. What topics are the current theses researching?**

See the department web: PRdoc\_01: 'Researchers' [pending\*]

**17. Do I have to submit a paper to Icoria?**

Going through the doctorate and not knowing Icoria is like going to Paris and not visiting the Eiffel Tower. Icoria is the true validation of your thesis.

**18. Can I submit my thesis for publication\*?** Yes, this is a highly recommended option-

**19. Can I stay abroad?** Yes, the 'Erasmus Estudis, Mobilitat'

program offers grants (+/-250€/permonth): <https://www.uab.cat/web/mobility-international-exchange/mobility-international-exchange-programmes/phd-outgoing/general-information-erasmus-1345719135662.html>

## 10. Frequently Asked Questions (iv)

### 20. What are the steps for first year registration?

<https://www.uab.cat/web/study/phds/enrolment/first-year-registration-1345691030261.html>

### 21. Are there any extra training activities? Yes, in addition to the training activities of the programme, the UAB offers different transversal training. You can find more information at:

<https://www.uab.cat/web/study/phds/transferable-skills-training-1345765107483.html>

### 22. Would the certificate of English already presented by other studies to the UAB be valid for future applications? Yes, it would be valid for pre-registration. The UAB must have saved your information already provided.

### 23. I am requested to prove my level of English. What do I have to do? You have to prove your level with a certificate issued by an official entity. If your undergraduate or master studies were in English, you can attach that certificate.

## 10. Frequently Asked Questions (and v)

- 24. The pre-registration period has ended.** Therefore, as a candidate, I cannot include any of the documents in the Sigma application (which I have previously sent by email to the department or to the program coordinator). How can this be solved? From the department we have access to the application to add it to your candidacy. You have to contact us at [doctorat.publicom@uab.cat](mailto:doctorat.publicom@uab.cat) to solve it.
- 25. I don't see the program** in the option of enrolment! Please, check the dates of enrolment; if it is not yet the date, you will not find the program in the application. Do not confuse our program with that of 'Audiovisual communication and advertising'.
- 26 I have not been selected. Should I give up?** No. Try next year! There are many reason you may fail in your first attempt to enroll the program: the project was weak, there is no director available, you topic does not fit with department research interests...
- 27. Do you have any more questions?**
- If it is of an administrative nature, please write to: [doctorat.publicom@uab.cat](mailto:doctorat.publicom@uab.cat)



## 11A. Timetable (see webpage for an update)

### A1. Pre-admission periods:

Registration, 1st round: November to March ( $\pm 4$  positions)

Registration, 2<sup>nd</sup> round: April to June ( $\pm 4$  positions)

Registration, 3<sup>rd</sup> round: July ( $\pm 2$  positions)

### A2. Admission and registration: October - November

## 11B. Prices (indicative)

**B1. Spanish students: 550euros · Foreign students\*: 760euros**

**B2. Methodological module: Residents: 415€ · Non-residentes: 675 €**

This amount should be added in case the committee recommends the doctoral student. This training supplement of 9 ECTS\*

**B3. Reserve about 400 euros to present a paper at Icoria.**

## 11C. Duration of the doctorate (approximate)

**C1. Full time dedication (priority): 3 - 4 years**

**C2. Part-time dedication: 5 - 7 years**

\*First-year students who need to validate their studies.

**and 12.**

**Please, check the Ph. D. Program website before sending us an email.** You have detailed information about the program there:

- Catalan: <https://www.uab.cat/web/postgrau/doctorats/tots-els-doctorats/informacio-general/comunicacio-estrategica-publicitat-i-relacions-publicues-1345467765418.html?param2=1345704809546>
- English: <https://www.uab.cat/web/postgraduate/phds/all-phd-programmes/general-information/strategic-communication-advertising-and-public-relations-1345467765430.html?param2=1345704809546>
- Spanish: <https://www.uab.cat/web/postgrado/doctorados/todos-los-doctorados/informacion-general/comunicacion-estrategica-publicidad-y-relaciones-publicas-1345467765424.html?param2=1345704809546>

*Strategic Communication, Advertising and Public Relations*

***doctorat.publicom@uab.cat***

**+ 34 93-581.1529**

Dep. de Publicitat, Relacions Públiques i Com. Audiovisual  
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