



SPECIALIST CERTIFICATIONS

- Corporate Communication
- Communication for Development
- Advertising and Marketing
- Journalism and Information Management
- Audiovisual Management and Production
- Animation and Video Games
- Photography and Design

SCHOOL OF COMMUNICATION



COMMUNICATION

The Communication Undergraduate Program—created in 1972 and forerunner nationwide—provides comprehensive training focused on planning and management of communication projects, as well as on development of innovative products with creativity and critical approach. The flexible curriculum allows students to have a bigger picture of this profession and the possibility to choose one or more specializations.

LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	LEVEL 5	LEVEL 6	LEVEL 7	LEVEL 8	LEVEL 9	LEVEL 10
LANGUAGE AND COMMUNICATION I 4	LANGUAGE AND COMMUNICATION II 3	STORYTELLING 3	INFORMATION BASICS 3	SOCIETY AND COMMUNICATION 3	RESEARCH TECHNIQUES 3	INTERCULTURAL PROCESSES 3	BUSINESS MANAGEMENT 3	PROFESSIONAL ETHICS AND LEGISLATION 3	RESEARCH PROJECT II ** 5
PSYCHOLOGICAL PROCESSES 3	APPLIED PHILOSOPHY 3	GAMIFICATION 3	COMMUNICATION AND DEVELOPMENT 3	AUDIOVISUAL STORYTELLING 4	VIDEO WORKSHOP * 6	POLITICAL COMMUNICATION 3	RESEARCH PROJECT I ** 5	DOCUMENTARY WORKSHOP * 6	PROFESSIONAL PROJECT II ** 5
CIVIC ETHICS 2	ECONOMICS AND BUSINESS 3	COMMUNICATION FUNDAMENTALS 3	PHOTOGRAPHIC TECHNIQUES 4	AUDIO TECHNIQUES 3	COMMUNICATION AND USER EXPERIENCE 4	EDUCATION AND COMMUNICATION 3	PROFESSIONAL PROJECT I ** 5	COMMUNICATIONS AUDIT 3	CINEMA WORKSHOP * 6
RESEARCH METHODOLOGIES 3	INTRODUCTION TO INTERNATIONAL TRADE 3	CONTEMPORARY AESTHETICS 3	AUDIOVISUAL TECHNIQUES 4	GRAPHIC DESIGN TECHNIQUES 4	FILM HISTORY AND AESTHETICS 3	NARRATIVE SEMIOTICS 3	SEMIOTICS OF PRACTICES 3	PERUVIAN AND LATIN AMERICAN CINEMA 3	DESIGN AND IMPLEMENTATION OF ADVERTISING CAMPAIGNS 6
MODERN NATIONAL ECONOMIC HISTORY 3	LITERARY APPRECIATION 3	GRAPHIC LANGUAGE 3	COMMUNICATION AND BUSINESS 3	AUDIOVISUAL GENRES 3	ADVERTISING CREATIVITY 3	TELEVISION WORKSHOP * 6	ADVERTISING PRODUCTION AND DEVELOPMENT * 6	SOCIAL CAMPAIGNS WORKSHOP * 6	CORPORATE CAMPAIGNS WORKSHOP * 6
LOGIC AND QUANTITATIVE ANALYSIS 5	SURVEY OF ART HISTORY 5	AUDIOVISUAL LANGUAGE 3	CONSUMER BEHAVIOR 3	MARKETING STRATEGIES 3	MEDIA STRATEGY 3	DIRECTING ACTORS * 4	ADVERTISING PLANNING 3	DIGITAL MARKETING COMMUNICATIONS 3	SOCIAL ENTREPRENEURSHIP 4
MANDATORY CREDITS 20	MANDATORY CREDITS 20	FUNDAMENTALS OF MARKETING AND ADVERTISING 3	NEWS PRODUCTION 3	AUDIOVISUAL POSTPRODUCTION 4	STORIES AND INTERVIEWS 3	INVESTIGATIVE JOURNALISM 3	CORPORATE IMAGE AND REPUTATION 3	CORPORATE COMMUNICATIONS MANAGEMENT 3	NEWS PROJECT LABORATORY 5
		MANDATORY CREDITS 21	PERSONAL BRAND AND LEADERSHIP 3	ADVERTISING AND PROMOTION 3	STRATEGIC COMMUNICATION PLANNING 3	BRAND MANAGEMENT 3	BUSINESS CREATIVITY AND INNOVATION 3	SPORTS JOURNALISM 3	VIDEO GAMES PROJECTS 5
			PERFORMANCE WORKSHOP 3	MEDIA AND PUBLIC OPINION 3	SUSTAINABILITY AND SOCIAL RESPONSIBILITY 3	INTERNAL COMMUNICATION 3	SOCIAL MARKETING 3	TRANSMEDIA WORKSHOP * 6	PHOTOGRAPHY PORTFOLIO 4
			MUSICALIZATION 3	CORPORATE IDENTITY AND CULTURE 3	REPORTING TECHNIQUES 3	DIGITAL ECOSYSTEM STRATEGIES 3	DEVELOPMENT PROJECT DESIGN 3	AUDIOVISUAL JOURNALISM * 6	GRAPHIC CAMPAIGNS WORKSHOP 4
			MANDATORY CREDITS 17	COMMUNICATION ASSESSMENT 3	AUDIOVISUAL CONTENTS MANAGEMENT 3	CREATIVITY FOR DEVELOPMENT 3	DATA JOURNALISM 3	AUDIOVISUAL MANAGEMENT * 4	OCCUPATIONAL SAFETY, HEALTH, AND ORGANIZATIONAL WELL-BEING 3
				MEDIA AND DEVELOPMENT 3	VIDEO GAMES PROJECT MANAGEMENT 3	PHOTOJOURNALISM AND DOCUMENTARY PHOTOGRAPHY 3	EDITORIAL DESIGN 3	ANIMATION PROJECTS 5	
				TRANSMEDIA JOURNALISM 3	SOUND DESIGN 4	MODELING AND 3D ANIMATION 3	VIDEO GAMES DESIGN 5	VISUAL IDENTITY 3	
				ANIMATION TECHNIQUES 3	MOTION GRAPHICS 3	GRAPHIC STORYTELLING 3	TRANSMEDIA STORYTELLING 3	DESIGN PRODUCTION AND MANAGEMENT 3	
				VISUAL ARTS DIRECTION 3	VISUAL DESIGN 3	PODCASTING 4	SCRIPTWRITING WORKSHOP 3	MANDATORY CREDITS 3	
				PHOTOGRAPHY WORKSHOP 4	COLORIZATION AND POSTPRODUCTION EFFECTS 4	MANDATORY CREDITS 12	PHOTOGRAPHY DIRECTING * 4		
				ART DESIGN AND PRODUCTION 3	MANDATORY CREDITS 13		MANDATORY CREDITS 3		
				MANDATORY CREDITS 14					

CREDIT SUMMARY	CREDITS	TYPE OF CREDIT
General Studies	40	Mandatory
School	83	Mandatory
Total Elective Subjects	77	Elective
Total Elective Subjects for Graduation	10	EE***
Total Credits	210	

Subject to curricular change.

Mandatory subjects of the General Studies Program

Mandatory subjects of the Communication Undergraduate Program

Elective subjects of the Communication Undergraduate Program

* The subject includes recording and editing sessions outside regular class hours, adding up to five additional hours of weekly practice.

**Students must pass either Research Project I or Professional Project I, as well as either Research Project II or Professional Project II.

***Elective subjects for graduation.