

Communication

Faculty of Communication



Major Diplomas in:

- Corporative Communication
- Journalism and Information Management
- Communication for Development
- Audiovisual Management and Production
- Advertising and Marketing

In order to graduate from the Career of Communication, students must prove that they have completed the intermediate level of English by submitting an English language proficiency certificate issued by any of the institutes recognized by the University of Lima.

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The Faculty of Communication, which was created in 1972 and is pioneer in its field in the country, provides exhaustive training that enables its students to have an overall view of the profession thanks to the flexible structure of a comprehensive and consistent curriculum. At the same time, it prepares them to choose one or more majors.

The faculty also places emphasis on planning and managing communication projects and on critical and creative training focused on the development of innovative products.



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Subjects by Level



LEVEL I	LEVEL II	LEVEL III	LEVEL IV	LEVEL V	LEVEL VI	LEVEL VII	LEVEL VIII	LEVEL IX	LEVEL X
Globalization and Peruvian Social Issues 4 credits	Economics and Business 3 credits	Writing Skills 3 credits	Principles of Information Management 3 credits	Society and Mass Media 3 credits	Investigation Cases 3 credits	Political Communication 3 credits	Semiotic Practices 3 credits	Business Management 3 credits	Professional Ethics and Legislation 3 credits
Language and Communication I 5 credits	Language and Communication II 3 credits	Peruvian Problems 3 credits	Audiovisual Techniques 4 credits	Audiovisual Fiction 3 credits	Digital Project Workshop 4 credits	Intercultural Processes 3 credits	Digital Media and Cultures 3 credits	Thesis Project 5 credits	Design and Implementation of Advertising Campaigns 6 credits
Research Methodologies 3 credits	Social and Political Processes 3 credits	Fundamentals of Communication 3 credits	Contemporary Aesthetics 3 credits	Audio Workshop 3 credits	Video Workshop 6 credits	Education and Communication 3 credits	Applied Research 3 credits	Major Project 5 credits	Transmedia Workshop 6 credits
Personal and Social Development 3 credits	Topics of Philosophy 3 credits	History of Communication 3 credits	Communication in Organizations 3 credits	Design Techniques 4 credits	Advertising Creativity 4 credits	Narrative Semiotics 3 credits	Analysis and Strategies of Digital Media 3 credits	Digital Marketing Communications 4 credits	Journalistic Management 3 credits
Fundamentals of Mathematics 5 credits	Literature and Society 3 credits	Graphic Language 3 credits	Photography 4 credits	Advertising and Promotion 3 credits	Media Strategy 3 credits	Market Research 3 credits	Advertising Production 6 credits	Cinema Workshop 6 credits	Journalistic Photography 3 credits
	Art and Culture 5 credits	Audiovisual Language 3 credits	Journalistic Writing 3 credits	Marketing Strategies 3 credits	Audiovisual Production 3 credits	Brand Management 3 credits	Transmedia Script and Storytelling 3 credits	TV Journalism 6 credits	Communications Audit 3 credits
		Marketing Fundamentals 3 credits	Acting Workshop 3 credits	Art Direction 3 credits	Audiovisual Genres 4 credits	Internal Communication 3 credits	Photography and Lighting Skills 4 credits	Corporate Campaign Workshop 6 credits	Development Management 3 credits
			Transmedia Marketing 3 credits	Audiovisual Postproduction 4 credits	Corporate Identity and Culture 4 credits	Advertising Planning 3 credits	Economic Journalism 3 credits	Social Campaign Workshop 6 credits	Photographic Expression 4 credits
			Consumer Behavior 3 credits	Media and Public Opinion 3 credits	Strategic Communication Planning 3 credits	Television Workshop 6 credits	Cultural / Entertainment Journalism 3 credits	Documentary Workshop 6 credits	Peruvian and Latin American Cinema 3 credits
				Corporate Social Responsibility 3 credits	Radio Workshop 4 credits	Direction of Actors 4 credits	Social Marketing 3 credits	History and Aesthetics of Cinema 3 credits	
				Information Sources 3 credits	Investigative Journalism 3 credits	Online Journalism Workshop 4 credits	Corporate Image and Reputation 3 credits	Radio Journalism 4 credits	
					Sporting Press 3 credits	Journalistic Graphic Design 4 credits	Interactive Applications Workshop 5 credits		
					Workshop of Chronicles and Interviews 3 credits	Virtual Communities Management 3 credits	Graphic Design for Advertising 4 credits		
					Music Appreciation 3 credits	Development Topics 3 credits	Digital Animation Workshop 4 credits		
							Sound Workshop 3 credits		
Mandatory Credits 20	Mandatory Credits 20	Mandatory Credits 21	Mandatory Credits 17	Mandatory Credits 13	Mandatory Credits 13	Mandatory Credits 12	Mandatory Credits 9	Mandatory Credits 3	Mandatory Credits 3

Mandatory Subjects of the School of Liberal Arts
Mandatory Subjects of the Faculty of Communication*
Mandatory Subjects of the Career of Communication
Elective Subjects of the Career of Communication



Credit Summary	Credits	M/E
Total Liberal Arts Subjects	40	M
Total Mandatory Subjects	91	M
Total Elective Subjects	74	E
Total Elective Subjects for Graduation	5	EE**
Total Credits	210	



* The Faculty of Communication comprises the Career of Communication

** The Thesis or Major Project must be approved by the student. Subject to curricular change.