

SPECIALIZATION IN

- Corporate Communication
- Communication for Development
- Advertising and Marketing
- Journalism and Information Management
- Audiovisual Management and Production
- Video Games and Applications
- Visual Arts

In order to graduate from the Communication Undergraduate Program, students must prove that they have completed the intermediate level of English, French, German, Italian or Portuguese by submitting a language proficiency certificate issued by any of the institutes recognized by the University of















COMMUNICATION

Faculty of Communication

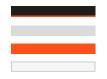
The Faculty of Communication, created in 1972 as the first in this field in the country, provides full-scale, hands-on experience that enables students to have a broad view of the profession thanks to the flexible structure of a comprehensive and consistent curriculum. At the same time, it prepares them to choose one or more majors. It also places special emphasis on planning and management of communication projects, as well as on critical and creative training focused on the development of innovative products.



COMMUNICATION Faculty of Communication

LEVEL I	LEVEL II	LEVEL III	LEVEL IV	LEVEL V	LEVEL VI	LEVEL VII	LEVEL VIII	LEVEL IX	LEVEL X
Globalization and Contemporary Peruvian Issues	Economics and Business	Storytelling 3	Information Source	Society and Communication	Research Techniques	Intercultural Processes	Business Management	Professional Ethics and Legislation	Research Project II*
Language and Communication I	Language and Communication II	Peruvian Current Events Analysis	Communication and Development	Audiovisual Storytelling	Video Workshop	Political Communication	Semiotic Practices	Documentary Workshop	Professional Project II*
Research Methodologies	Social and Political Processes	Communication Fundamentals	Photographic Technique	Audio Workshop	Digital Projects Workshop	Education and Communication	Research Project I*	Communications Audit	Cinema Workshop
Personal and Social Development	Philosophy Topics	Contemporary Aesthetics	Audiovisual Techniques	Graphic Design Techniques	History and Aesthetics of Cinema	Narrative Semiotics	Professional Project I*	Peruvian and Latin American Cinema	Design and 6 Implementation of Advertising Campaigns
Fundamentals of Mathematics	Literature and Society	Graphic Language	Communication and Business	Audiovisual Genres	Advertising Creativity	Television Workshop	Advertising 6 Production and Development	Social Campaigns Workshop	Corporate Campaigns Workshop
Civic Ethics	Art and Culture	Audiovisual Language	Consumer Behavior	Marketing Strategies	Media Strategy	Directing Actors	Advertising Planning	Digital Marketing Communications	Development Project Laboratory
		Marketing Fundamentals	Corporate Management	Audiovisual Postproduction	Stories and Interviews Workshop	Social Marketing 3	Digital Animation Workshop	Sports Press	Informative Project Laboratory
			Information Production	Advertising and Promotion	Strategic Communication Planning	Investigative Journalism	Corporate Image and Reputation	6 Transmedia Workshop	Video Games Laboratory
			Personal Branding 3 and Effective Communication	Media and Public Opinion	Sustainability and Social Responsibility	Brand Management 3	Interactive Applications Workshop	Broadcast Journalism 6	Visual Project Laboratory
			Musicalization 3	Corporate Identity and Culture	Reporting Workshop 3	Internal Communication	Business Innovation and Creativity	Film Directing	
				Communication Diagnostics	Audiovisual Contents Management	Digital Media Analysis and Strategies	Development Project Design	Video Games Prototyping	
				Offline Media and Development	Sound Design	Virtual Communities 4 Management	Data Management and Interpretation	Visual Identity 3	
				Digital Journalism Workshop	Motion Graphics 4	Creativity and Development	Editorial Design	Graphic Production 3	
				Video Game Design	Photographic Genres 4	Documentary and Journalism Photography	Graphic Design Workshop		
				Art Direction	Colorization and Postproduction Effects	Graphic Storytelling 3	Transmedia Storytelling		
				Photography Workshop		Gamification Strategies	Photography Directing		
						Podcasting and Radio Workshop			
Mandatory credits 20	Mandatory credits 20	Mandatory credits 21	Mandatory credits 17	Mandatory credits 13	Mandatory credits 13	Mandatory credits 12	Mandatory credits 6	Mandatory credits 3	

Mandatory subjects of the General Studies Program Mandatory subjects of the Communication Undergraduate Program Elective subjects of the Communication Undergraduate Program Elective subjects for graduation of the Communication Undergraduate Program*



Credit Summary No. of Credits Type of Credit 40 Mandatory General Studies 85 Mandatory Faculty 76 Elective Total Elective Subjects EE** Total Elective Subjects for Graduation 210 **Total Credits**

