

**Licenciatura en Comunicación Publicitaria e Institucional/ Advertising-
Corporate Communications Joint- Degree Program**

UNDERGRADUATE COURSES	Hours per Week ¹	Hours per semester Total
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FIRST YEAR- BEGINNERS

1 st SEMESTER (March- June with final exams in July)		
Introducción a la Comunicación Publicitaria e Institucional / Introduction to Advertising & Corporate Communications	4	64
Gramática/ Grammar	6	96
Herramientas multimediales/ Multimedia Fundamentals	4	64
Arte y Diseño/ Arts & Design	6	96
Filosofía y Antropología/ Philosophy & Anthropology	3	48

2 nd SEMESTER (August- November with final exams in November or/and December)		
Diseño / Design	6	96
Literatura/ Literature	6	96
Introducción al Periodismo/ Introduction to Journalism	4	64
Historia de la Cultura/ / History of Culture	4	64
Seminario I/ Philosophy	3	48

SECOND YEAR- SOPHOMORES		
1 st SEMESTER (March- June with final exams in July)		
Comunicación Audiovisual / Broadcast Communication	6	96
Teoría de la Comunicación Social/ Mass Communication Theories	6	96
Sociedad de la Comunicación/ Communication Society	4	64
Principios de Economía/ Economics Fundamentals	4	64
Ética y sus fundamentos/ Fundamentals of Ethics	3	48
Introducción a la Teología/ Introduction to Theology	2	32

2 nd SEMESTER (August- November with final exams in November or/and December)		
Redacción Publicitaria e Institucional/ Advertising & Public Relations Writing	4	64
Metodología de la Investigación/ Research Methodology	6	96
Teoría Social/ Social Theory (Sociology Fundamentals)	4	64
Comunicación Institucional/ Corporate Communications	4	64
Historia del siglo XX/ XX th Century History	4	64
Seminario II/ Seminar IITheology	5	80

THIRD YEAR- ADVANCED		
1 st SEMESTER (March- June with final exams in July)		
Planificación para las RRPP/ Public Relations Planning	6	96
Creatividad/ Creativity	6	96
Psicología e Investigación de Mercado/ Psychology & Marketing Research	6	96
Síntesis teológica/ Theological Synthesis	3	48

2 nd SEMESTER (August- November with final exams in November or/and December)		
Marketing	4	64
Producción Audiovisual / Broadcast Production	6	96
Producción y Edición Multimedial / Multimedia Production & Edition	6	96
Medios/ Media	4	64
Materia Optativa/ Elective Course	4	64
Seminario III/ Seminar III/ Theology	3	48

¹ When we talk about hours we refer contact hours of 45 minutes.

FOURTH YEAR- SENIOR**1st SEMESTER (March- June with final exams in July)**

Opinión Pública/ Public Opinion	4	64
Preparación y Presentación de Campaña Institucional/ Preparing & Presenting a Public Relations Campaign	6	96
Planificación de Medios/ Media Planning	6	96
Ética y Deontología Profesional/ Ethics & Professional Deontology	4	64
Comunicación Política/ Political Communication	4	64
Moral y Compromiso Social/ Moral & social Compromise	3	48

2nd SEMESTER (August- November with final exams in November or/and December)

Preparación y Presentación de Campaña Publicitaria/ Preparing & Presenting an Advertising Campaign	6	96
Seminario de Práctica Profesional/ Professional Practice Seminar	6	96
Análisis del Discurso/ Semiotics	4	64
Materia Optativa/ Elective Course	4	64
Seminario IV/ Seminar IV- Doctrina Social de la Iglesia	3	48

ELECTIVE COURSES

Transmedia	4	3 th Year 1 & 2nd Semester
Comunicaciones integradas/ Integrated Communications	4	4th Year 2nd Semester
Fotografía Publicitaria/ Advertising Photography	4	3 th Year 2nd Semester
Buenas Prácticas Comunitarias en Discapacidad / Good Community Practices to Communicate with persons with disabilities	4	4th Year 2nd Semester
Comunicaciones en Internet/ Internet Communications	4	4th Year 2ndSemester
Dirección de Arte/ Art Direction	4	4th Year 2nd Semester
Organización de eventos especiales/ Events Organization	4	4th Year 2nd Semester
Marketing de espectáculos/ Marketing of Arts & Shows Business	6	4th Year 2nd Semester
Marketing Directo/ Direct Marketing	4	4th Year 2nd Semester

THESE OFFERS MIGHT BE ADJUSTED**PROFESSIONAL PRACTICES**

Professional Practices 1/ AGENCY	150	1 st & 2 nd Semester
Professional Practices 2/ INTERNSHIPS	150	