

HUMANITIES AND SOCIAL SCIENCES

Objectives

To prepare trained and highly competitive professionals able to implement the knowledge, techniques, and skills acquired while pursuing studies in communications media, research, companies, public opinion, marketing, and advertising, as well as in education, science, and culture.

Areas for Potential Employment

Graduates of this program will be able to work both in private and public companies as journalists for the press, radio, and television; in news agencies; and as media directors. They will also be able to hold such posts as publicists, organizational communicators, public-relations officers, in marketing, and as researchers. Similarly, graduates will be able to start their own company and be either the owners or partners in radio and television production companies, advertising or public-relations agencies, newspapers and magazines, or work as independent communications consultants.

First Semester

- Introduction to Communication
- History of Mexico
- History of Cultures
- Writing Workshop
- Broadcasting Workshop:
Announcing and Hosting
- Color Photography
- Basic and Advanced
Computing

Second Semester

- Media Theory
- Global Issues
- The Logic and Philosophy of
Science
- Radio
- Screenwriting
- Black-and-White Photography
- Computer-Aided Design (CAD)

Third Semester

- Introduction to Sociology
- Philosophical Anthropology
- Economic, Political, and Social
Issues in Mexico
- Language Proficiency
- Visual Communication
- Radio Production Workshop
- Informative Reporting Genres
- Multimedia

Fourth Semester

- Communication Sociology
- Research Methodology
- Communication Ethics
- Audiovisual Production
Workshop
- Interpretative and Investigative
Reporting Genres
- Graphic Design and Print
Media Workshop
- Television

Fifth Semester

- Social and Communication
Psychology
- Economic Theory
- Educational Communication
- Public Relations
- Opinion Reporting Genres
- Social Communication
Research
- Workshop on Animation and
Computer-Aided Television
Editing

Sixth Semester

- Legislation of Social
Communication in Mexico
- Marketing
- Statistics
- Film
- Organizational Communication

Communication Sciences

Student Profile

The student in this program should:

- Be interested in current events;
- Enjoy social media, film, photography, advertising, and technology geared towards communication;
- Be able to meet deadlines;
- Get along easily with others;
- Be interested in reading;
- Be interested in doing research;
- Be interested in acquiring techniques and skills in communication.

-Specialized Journalism

- Information Techniques for
Television

Seventh Semester

- Public Opinion
- Advertising
- Market Research
- Journalism and the Economic
System in Mexico
- Film Production Workshop
- Organizational Communication
Strategies
- Television Production
Workshop

Eighth Semester

- Management of Business in
the Communications Field
- Advertising Strategies
- Publicity
- Principles of Instructional
Technology
- Press and Social
Communication Offices
- Development of
Communication Projects
- Principles of International
Communication