

**ACADEMIC COURSES FOR COMMUNICATION STUDENTS: COMMUNICATION AND MARKETING**

<b>BACHELOR</b>	<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>COURSE LANGUAGE</b>	<b>OBSERVATIONS</b>
COMMUNICATION AND MARKETING	CM17	Introducción al Marketing	Spanish	Level 2
COMMUNICATION AND MARKETING	CO14	Procesos Psicológicos	Spanish	Level 2
COMMUNICATION AND MARKETING	HU19	Sociología de la Comunicación	Spanish	Level 4
COMMUNICATION AND MARKETING	CM51	Segmentación y Posicionamiento	Spanish	Level 4
COMMUNICATION AND MARKETING	CM66	Marketing e Innovación de Producto	Spanish	Level 5
COMMUNICATION AND MARKETING	CM68	Digital Marketing & Customer Centric	Spanish	Level 7
COMMUNICATION AND MARKETING	CM36	Campañas Publicitarias	Spanish	Level 8
COMMUNICATION AND MARKETING	CM00	Branding	English	Level 6

**ACADEMIC COURSES FOR COMMUNICATION STUDENTS: AUDIOVISUAL COMMUNICATIONS AND INTERACTIVE MEDIA**

BACHELOR	COURSE CODE	COURSE NAME	COURSE LANGUAGE	OBSERVATIONS
AUDIOVISUAL COMMUNICATIONS AND INTERACTIVE MEDIA	AV64	Historia del Cine	Spanish	Level 02
AUDIOVISUAL COMMUNICATIONS AND INTERACTIVE MEDIA	AV63	Teoría de la Imagen y el Sonido	Spanish	Level 02
AUDIOVISUAL COMMUNICATIONS AND INTERACTIVE MEDIA	AV78	Audiencias y Programación	Spanish	Level 03
AUDIOVISUAL COMMUNICATIONS AND INTERACTIVE MEDIA	AV65	Nuevos Medios y Nuevas Tendencias	Spanish	Level 03
AUDIOVISUAL COMMUNICATIONS AND INTERACTIVE MEDIA	CO19	Introducción a los Medios Digitales	Spanish	Level 03
AUDIOVISUAL COMMUNICATIONS AND INTERACTIVE MEDIA	AV67	Lenguaje Audiovisual	Spanish	Level 04
AUDIOVISUAL COMMUNICATIONS AND INTERACTIVE MEDIA	AV93	Soportes Tecnológicos	Spanish	Level 04
AUDIOVISUAL COMMUNICATIONS AND INTERACTIVE MEDIA	AV69	Gestión de la Producción Audiovisual e Interactiva	Spanish	Level 05
AUDIOVISUAL COMMUNICATIONS AND INTERACTIVE MEDIA	AV71	Dirección Artística	Spanish	Level 06
AUDIOVISUAL COMMUNICATIONS AND INTERACTIVE MEDIA	AV56	Fundamentos de Expresión Musical	Spanish	Level 06
AUDIOVISUAL COMMUNICATIONS AND INTERACTIVE MEDIA	AV89	Taller de Televisión Interactiva	Spanish	Level 06
AUDIOVISUAL COMMUNICATIONS AND INTERACTIVE MEDIA	AV89	Taller de Televisión Interactiva	English	Level 06
AUDIOVISUAL COMMUNICATIONS AND INTERACTIVE MEDIA	AV70	Financiamiento y Marketing Audiovisual	Spanish	Level 07
AUDIOVISUAL COMMUNICATIONS AND INTERACTIVE MEDIA	AV81	Taller de Programas de Entretenimiento	Spanish	Level 07
AUDIOVISUAL COMMUNICATIONS AND INTERACTIVE MEDIA	AV83	Taller de Sonido y Musicalización	Spanish	Level 07
AUDIOVISUAL COMMUNICATIONS AND INTERACTIVE MEDIA	AV85	Taller de Dirección de Actores	Spanish	Level 08
AUDIOVISUAL COMMUNICATIONS AND INTERACTIVE MEDIA	AV90	Taller de Documentales	Spanish	Level 08
AUDIOVISUAL COMMUNICATIONS AND INTERACTIVE MEDIA	AV91	Empresas Audiovisuales y Gestión Cultural	Spanish	Level 09
AUDIOVISUAL COMMUNICATIONS AND INTERACTIVE MEDIA	AV77	Narrativa Audiovisual	Spanish	Level 03
AUDIOVISUAL COMMUNICATIONS AND INTERACTIVE MEDIA	AV66	Generos y Formatos	Spanish	Level 04
AUDIOVISUAL COMMUNICATIONS AND INTERACTIVE MEDIA	AV37	Taller de Guión Audiovisual	Spanish	Level 05
AUDIOVISUAL COMMUNICATIONS AND INTERACTIVE MEDIA	AV44	Taller de Producción y Realización de Programas Dramatizados	Spanish	Level 08
AUDIOVISUAL COMMUNICATIONS AND INTERACTIVE MEDIA	AV32	Taller de Realización Audiovisual	Spanish	Level 05
AUDIOVISUAL COMMUNICATIONS AND INTERACTIVE MEDIA	AV79	Dirección de Fotografía	Spanish	Level 06
AUDIOVISUAL COMMUNICATIONS AND INTERACTIVE MEDIA	AV86	Cine Digital	Spanish	Level 09
AUDIOVISUAL COMMUNICATIONS AND INTERACTIVE MEDIA	AV80	Taller de Edición	Spanish	Level 06
AUDIOVISUAL COMMUNICATIONS AND INTERACTIVE MEDIA	AV82	Postproducción Audiovisual	Spanish	Level 07
AUDIOVISUAL COMMUNICATIONS AND INTERACTIVE MEDIA	AV92	Animación Digital y Proyectos Multimedia	Spanish	Level 08
AUDIOVISUAL COMMUNICATIONS AND INTERACTIVE MEDIA	AV84	Proyectos Audiovisuales e Interactivos	Spanish	Level 09
AUDIOVISUAL COMMUNICATIONS AND INTERACTIVE MEDIA	AV96	Planteamiento de Proyectos	Spanish	Level 08
AUDIOVISUAL COMMUNICATIONS AND INTERACTIVE MEDIA	AV53	Taller de Proyectos I	Spanish	Level 09
AUDIOVISUAL COMMUNICATIONS AND INTERACTIVE MEDIA	AV88	Taller de Proyectos II	Spanish	Nivel 10

**ACADEMIC COURSES FOR COMMUNICATION STUDENTS: COMMUNICATION AND ADVERTISING**

<b>BACHELOR</b>	<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>COURSE LANGUAGE</b>	<b>OBSERVATIONS</b>
COMMUNICATION AND ADVERTISING	PU155	Fundamentos de Marketing	Spanish	Level 2
COMMUNICATION AND ADVERTISING	CO13	Taller de Técnicas de Expresión Escrita	Spanish	Level 3
COMMUNICATION AND ADVERTISING	PU01	Fundamentos de Publicidad	Spanish	Level 3
COMMUNICATION AND ADVERTISING	PU66	Comportamiento del Consumidor	Spanish	Level 3
COMMUNICATION AND ADVERTISING	PU170	Marketing Digital	Spanish	Level 3
COMMUNICATION AND ADVERTISING	PU145	Lenguajes Artísticos	Spanish	Level 4
COMMUNICATION AND ADVERTISING	CO22	Taller de Diseño Gráfico 1	Spanish	Level 4
COMMUNICATION AND ADVERTISING	PU159	Estrategias Publicitarias	Spanish	Level 4
COMMUNICATION AND ADVERTISING	PU154	Fundamentos de la Creatividad Publicitaria	Spanish	Level 4
COMMUNICATION AND ADVERTISING	PU168	Semiótica	Spanish	Level 6
COMMUNICATION AND ADVERTISING	PU117	Taller de Proyectos Digitales	English	Level 7
COMMUNICATION AND ADVERTISING	PU148	Producción y Narración	Spanish	Level 7

**ACADEMIC COURSES FOR COMMUNICATION STUDENTS: COMMUNICATION AND JOURNALISM**

<b>BACHELOR</b>	<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>COURSE LANGUAGE</b>	<b>OBSERVATIONS</b>
COMMUNICATION AND JOURNALISM	PE63	Temas de Filosofía	Spanish	Level 2
COMMUNICATION AND JOURNALISM	HU15	Antropología Social	Spanish	Level 2
COMMUNICATION AND JOURNALISM	PE66	Taller de Fotografía Periodística	Spanish	Level 6
COMMUNICATION AND JOURNALISM	PE64	Análisis Internacional	English	Level 7
COMMUNICATION AND JOURNALISM	PE06	Taller de Crónicas	Spanish	Level 7
COMMUNICATION AND JOURNALISM	PE71	Taller de Producción y Realización Radial	Spanish	Level 7
COMMUNICATION AND JOURNALISM	CO09	Ética Profesional	Spanish	Level 8
COMMUNICATION AND JOURNALISM	HU31	Comunicación Política	English	Level 8
COMMUNICATION AND JOURNALISM	PE59	Taller de Fotografía de Ensayo Periodístico	Spanish	Elective
COMMUNICATION AND JOURNALISM	PE81	Comunicación	Spanish	Elective

**ACADEMIC COURSES FOR COMMUNICATION STUDENTS: COMMUNICATION AND PHOTOGRFY**

<b>BACHELOR</b>	<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>COURSE LANGUAGE</b>	<b>OBSERVATIONS</b>
COMMUNICATION AND PHOTOGRFY	CF57	Lightroom y Photoshop para fotógrafos	Spanish	Elective
COMMUNICATION AND PHOTOGRFY	C010	Taller de fotogrfaia General	Spanish	Level 2
COMMUNICATION AND PHOTOGRFY	CF23	Archivo y Conervación de Fotografía	Spanish	Elective
COMMUNICATION AND PHOTOGRFY	CF50	Procesos Alternativos	Spanish	Elective
COMMUNICATION AND PHOTOGRFY	CF03	Iluminación I	Spanish	Level 3
COMMUNICATION AND PHOTOGRFY	CF 39	Direccion de arte en fotografía	Spanish	Level 7
COMMUNICATION AND PHOTOGRFY	CF40	Taller de multimedia y Fotografia 1	Spanish	Level 7

**ACADEMIC COURSES FOR COMMUNICATION STUDENTS: COMMUNICATION AND CORPORATE IMAGE**

<b>BACHELOR</b>	<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>COURSE LANGUAGE</b>	<b>OBSERVATIONS</b>
COMMUNICATION AND CORPORATE IMAGE	IM28	Argumentación y Persuasión	Spanish	Level 2
COMMUNICATION AND CORPORATE IMAGE	IM90	Comunicación e Imagen Empresarial	Spanish	Level 3
COMMUNICATION AND CORPORATE IMAGE	IM58	Gerencia, Negocio y Comunicaciones	Spanish	Level 4
COMMUNICATION AND CORPORATE IMAGE	PU33	Comunicación y Desarrollo	Spanish	Level 6
COMMUNICATION AND CORPORATE IMAGE	IM74	Gestión de Contenidos y Storytelling	Spanish	Level 6
COMMUNICATION AND CORPORATE IMAGE	IM75	Vocería y Relación con Medios	Spanish	Level 7
COMMUNICATION AND CORPORATE IMAGE	IM76	Activismo Corporativo y de Marca	Spanish	Level 7
COMMUNICATION AND CORPORATE IMAGE	IM51	Comunicación Estratégica Interna	Spanish	Level 8
COMMUNICATION AND CORPORATE IMAGE	IM22	Producción de Eventos	Spanish	Level 8
COMMUNICATION AND CORPORATE IMAGE	IM57	Relaciones Comunitarias	Spanish	Level 8
COMMUNICATION AND CORPORATE IMAGE	IM77	Responsabilidad y Sostenibilidad Ambiental	Spanish	Level 8
COMMUNICATION AND CORPORATE IMAGE	IM52	Taller de Negociaciones	Spanish	level 9
COMMUNICATION AND CORPORATE IMAGE	IM89	Trust & Social Intercultural Legitimacy	English	Level 10
COMMUNICATION AND CORPORATE IMAGE	IM84	Emprendimiento e Innovación	Spanish	Elective
COMMUNICATION AND CORPORATE IMAGE	CO05	Políticas y Modelos de Comunicación	Spanish	Elective
COMMUNICATION AND CORPORATE IMAGE	IM92	Marketing Político	Spanish	Elective