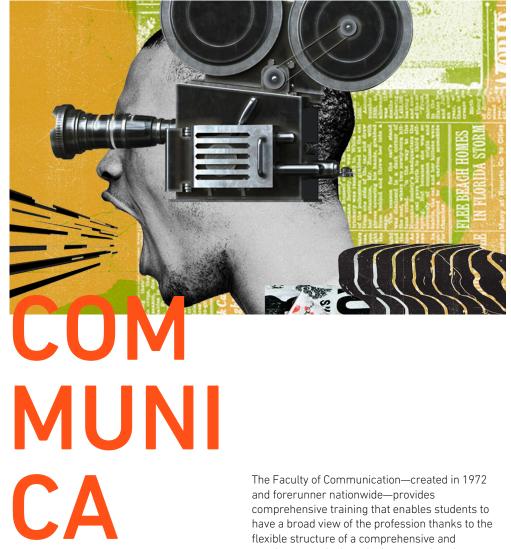## SPECIALIST CERTIFICATIONS

- Corporate Communication
- Communication for Development
- Advertising and Marketing
- Journalism and Information Management

- Audiovisual Management and Production
- Video Games and Applications
- Visual Arts

COM MUNI CA TION

The Faculty of Communication—created in 1972 and forerunner nationwide—provides comprehensive training 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.

SOMOS EL CAMBIO,
CUÉNTALO

UNIVERSIDAD DE LIMA

Curriculum Chart

	LEVEL 1		LEVEL 2		LEVEL 3		LEVEL 4		LEVEL 5		LEVEL 6		LEVEL 7		LEVEL 8		LEVEL 9		LEVEL 10	
	GLOBALIZATION AND CONTEMPORARY PERUVIAN ISSUES	3	ECONOMICS AND BUSINESS	3	STORYTELLING	3	INFORMATION SOURCE	3	SOCIETY AND COMMUNICATION	3	RESEARCH TECHNIQUES	3	INTERCULTURAL PROCESSES	3	BUSINESS MANAGEMENT	3	PROFESSIONAL ETHICS AND LEGISLATION	3	RESEARCH PROJECT II*	5
	LANGUAGE AND COMMUNICATION I	4	LANGUAGE AND COMMUNICATION II	3	PERUVIAN CURRENT EVENTS ANALYSIS	3	COMMUNICATION AND DEVELOPMENT	3	AUDIOVISUAL STORYTELLING	3	VIDEO WORKSHOP	6	POLITICAL COMMUNICATION	3	SEMIOTIC PRACTICES	3	DOCUMENTARY WORKSHOP	6	PROFESSIONAL PROJECT II*	5
	RESEARCH METHODOLOGIES	3	SOCIAL AND POLITICAL PROCESSES	3	COMMUNICATION FUNDAMENTALS	3	PHOTOGRAPHIC TECHNIQUE	4	AUDIO WORKSHOP	3	DIGITAL PROJECTS WORKSHOP	4	EDUCATION AND COMMUNICATION	3	RESEARCH PROJECT I*	4	COMMUNICATIONS AUDIT	3	CINEMA WORKSHOP	6
	PERSONAL AND SOCIAL DEVELOPMENT	3	PHILOSOPHY TOPICS	3	CONTEMPORARY AESTHETICS	3	AUDIOVISUAL TECHNIQUES	4	GRAPHIC DESIGN TECHNIQUES	4	HISTORY AND AESTHETICS OF CINEMA	3	NARRATIVE SEMIOTICS	3	PROFESSIONAL PROJECT I*	4	PERUVIAN AND LATIN AMERICAN CINEMA	3	DESIGN AND IMPLEMENTATION OF ADVERTISING CAMPAIGNS	6
	FUNDAMENTALS OF MATHEMATICS	5	LITERATURE AND SOCIETY	3	GRAPHIC LANGUAGE	3	COMMUNICATION AND BUSINESS	3	AUDIOVISUAL GENRES	3	ADVERTISING CREATIVITY	4	TELEVISION WORKSHOP	6	ADVERTISING PRODUCTION AND DEVELOPMENT	6	SOCIAL CAMPAIGNS WORKSHOP	6	CORPORATE CAMPAIGNS WORKSHOP	6
	CIVIC ETHICS	2	ART AND CULTURE	5	AUDIOVISUAL LANGUAGE	3	CONSUMER BEHAVIOR	3	MARKETING STRATEGIES	3	MEDIA STRATEGY	3	DIRECTING ACTORS	4	ADVERTISING PLANNING	3	DIGITAL MARKETING COMMUNICATIONS	4	DEVELOPMENT PROJECT LABORATORY	4
	MANDATORY CREDITS	20	MANDATORY CREDITS	20	MARKETING FUNDAMENTALS	3	CORPORATE MANAGEMENT	3	AUDIOVISUAL POSTPRODUCTION	4	STORIES AND INTERVIEWS WORKSHOP	3	SOCIAL MARKETING	3	DIGITAL ANIMATION WORKSHOP	4	SPORTS PRESS	3	INFORMATIVE PROJECT LABORATORY	5
					MANDATORY CREDITS	21	INFORMATION PRODUCTION	3	ADVERTISING AND PROMOTION	3	STRATEGIC COMMUNICATION PLANNING	3	INVESTIGATIVE JOURNALISM	3	CORPORATE IMAGE AND REPUTATION	3	TRANSMEDIA WORKSHOP	6	VIDEO GAMES LABORATORY	5
							PERSONAL BRANDING AND EFFECTIVE COMMUNICATION	3	MEDIA AND PUBLIC OPINION	3	SUSTAINABILITY AND SOCIAL RESPONSIBILITY	3	BRAND MANAGEMENT	3	INTERACTIVE APPLICATIONS WORKSHOP	5	BROADCAST JOURNALISM	6	VISUAL PROJECT LABORATORY	4
							MUSICALIZATION	3	CORPORATE IDENTITY AND CULTURE	3	REPORTING WORKSHOP	3	INTERNAL COMMUNICATION	3	BUSINESS INNOVATION AND CREATIVITY	3	FILM DIRECTING	4	
							MANDATORY CREDITS	17	COMMUNICATION DIAGNOSTICS	3	AUDIOVISUAL CONTENTS MANAGEMENT	3	DIGITAL MEDIA ANALYSIS AND STRATEGIES	3	DEVELOPMENT PROJECT DESIGN	3	VIDEO GAMES PROTOTYPING WORKSHOP	5	
									OFFLINE MEDIA AND DEVELOPMENT	3	SOUND DESIGN	4	VIRTUAL COMMUNITIES MANAGEMENT	4	DATA MANAGEMENT AND INTERPRETATION	3	VISUAL IDENTITY	3	
									DIGITAL JOURNALISM WORKSHOP	3	MOTION GRAPHICS	4	CREATIVITY AND DEVELOPMENT	3	EDITORIAL DESIGN	4	GRAPHIC PRODUCTION	3	
									VIDEO GAME DESIGN	4	PHOTOGRAPHIC GENRES	4	DOCUMENTARY AND JOURNALISM PHOTOGRAPHY	3	GRAPHIC DESIGN WORKSHOP	4	MANDATORY CREDITS	3	
									ART DIRECTION	3	COLORIZATION AND POSTPRODUCTION EFFECTS	4	GRAPHIC STORYTELLING	3	TRANSMEDIA STORYTELLING	3			
									PHOTOGRAPHY WORKSHOP	4	MANDATORY CREDITS	13	GAMIFICATION STRATEGIES	3	PHOTOGRAPHY DIRECTING	4			
									MANDATORY CREDITS	13			PODCASTING AND RADIO WORKSHOP	4	MANDATORY CREDITS	6			
													MANDATORY CREDITS	12					

CREDIT SUMMARY

CREDIT SUMMARY	CREDITS	TYPE OF CREDIT
General Studies	40	Mandatory
Faculty	85	Mandatory
Total Elective Subjects	76	Elective
Total Elective Subjects for Graduation	9	EE**
Total Credits	210	

Subject to curricular change.

- 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

* Research Project I or Professional Project I, and Research Project II or Professional Project II must be passed by the student.

** Elective subjects for graduation.