

School of Communication

Script for Audiovisual Media

The student will learn to write scripts for digital media and platforms, taking into account the formats and languages of each medium to generate quality content.

- New advertising and design technologies

The student will learn how to manage advertising campaigns in digital environments using specialized tools to achieve a specific commercial objective.

- Contemporary World Environment

The student will analyze the main events of contemporary world history to understand how human groups have lived, acted, and thought in a variety of contexts, and explain current events and processes.

* School can cancel the course, due to different reasons.