

Licentiate in Social Communication Sciences – 5 years

Objective

To contribute to the training of professionals qualified to handle in a creative way and with critical spirit the resources –from the simplest to the most sophisticated ones- for the practice of communication

Contents

The course is developed in three stages: Basic Cycle (1 year), the core of the course (3 years) and orientations (1 year). Five orientations are offered: Journalism, Communication and Educational Processes, Public Opinion and Advertising, Communication and Communitarian promotion, and Communication Policies and Planning.

Job Opportunities

Graduates are qualified to work as:

- Communicators specialized in the research of communication at a national and international level. Specialists in communication for Public Opinion
- Specialists in communication for educational processes (institutional and distance learning)
- Communicators in private and public companies: a) institutional communication and b) public image
- Planners and experts in communication policies
- Journalists in the media (newspapers, radios, and audiovisual media); and planners of journalistic projects.