

**UDLAP**<sup>®</sup>

UNIVERSIDAD DE LAS AMÉRICAS PUEBLA



[www.udlap.mx](http://www.udlap.mx)

**COMMUNICATIONS AND PUBLIC RELATIONS**

**EDCS**

SCHOOL OF  
SOCIAL SCIENCES



# STUDY COMMUNICATIONS AND PUBLIC RELATIONS AT UD LAP

As a graduate from the Bachelor of Communications and Public Relations you will be able to select, apply, manage, and evaluate communication strategies. You will also implement qualitative and quantitative methodologies focused on detecting problems, identifying audiences, evaluating media, selecting tactics, and developing strategies, either in traditional or digital platforms. You will help to improve communications and public relations in private and public companies, building an image and reputation based on ethics and social commitment that impact both locally and globally.

Once you have finished your study program, you will have a bachelor's degree in addition to a licenciatura degree. Therefore, your studies will be recognized worldwide.



## JOB MARKET

- *Publicity, public relations, and communication agencies.*
- *Government institutions.*
- *Communication consulting firms.*
- *Market research.*
- *Social communication departments.*



## UDLAP OUTREACH

Prestigious national and international companies have a relationship with the university. As an UDLAP student you have the best opportunities to access and succeed in the working world, either through professional practices or research projects that will help you enter the job market once you graduate.



## BE PART OF THE UDLAP COMMUNITY



Your academic formation can be complemented through extracurricular workshops offered at the university, as well as by participating in student organizations and cultural and sports activities that will contribute to your growth as a student and future practicing specialist.

If you live in one of the five residential colleges, you will enjoy the university environment thoroughly and be able to socialize with students of other bachelors and other

cultures, thus complementing your academic formation with significant experiences that will have a great impact in your personal and professional relationships. Living at UDLAP provides recreational areas and all the services you need, in addition to the amenities found in an apartment.

The university also has dining services, *snack* areas, and ATMs, among other facilities.

# AN UDLAP STUDENT HAS

- Conviction to work for the greater good and to achieve success.
- Ability to reach goals through continuous learning.
- Ability to face the challenges of an increasingly competitive world.
- Determined to achieve goals through learning.
- Willing to work for the greater good and to be successful, both personally and as part of a group.



Thanks to more than 200 agreements with prestigious international universities, you will be able to make academic exchanges or complete a double degree program.

## UDLAP ACADEMIC EXCELLENCE

The prestige of our faculty is backed by their extensive teaching experience. 99% of our full-time professors have a graduate degree and one in three is a member of the National System for Researchers (Sistema Nacional de Investigadores - SNI). Given the faculty's experience and their academic quality, they will be able to guide you in finding new ways to express yourself and be critical, innovative, and creative.

UDLAP is accredited at a national and international level by the Mexican Federation of Private Institutions of Higher Education (Federación de Instituciones Mexicanas

Particulares de Educación Superior - FIMPES) and, since 1959, by the *Southern Association of Colleges and Schools Commission on Colleges* (SACSCOC). The accreditation agency *Quacquarelli Symonds* (QS) awarded 5 global stars to our university, making it the first one-campus university in Latin America to achieve this recognition. UDLAP earned 5 stars in the teaching, alumni employability, internationalization, inclusiveness, and art and culture categories; this means that we offer the highest standards of academic quality and educational services when compared to the best universities in Mexico and the world.



# CURRICULUM COMMUNICATIONS AND PUBLIC RELATIONS

	Course	Credits
Term 1	1 Fundamentals Of Communication .....	6
	Fundamentals Of Digital Images .....	6
	Foreign Language I .....	6
	General Studies Elective In Math .....	6
	Information Technologies In The Construction Of Knowledge .....	6
	Communication Theories .....	6
Term 2	2 Academic Reasoning .....	6
	Effective Communication .....	6
	Editing Digital Images .....	6
	Statistics For Social Sciences .....	6
	Photography .....	6
	Fundamentals Of Marketing .....	6
Foreign Language II .....	6	
Term 3	3 Academic Writing .....	6
	Writing For The Media .....	6
	Infographics And Data Visualization .....	6
	Foreign Language III .....	6
	Research Methods In Social Sciences .....	6
	Principles Of Public Relations .....	6
Visual Semiotics And Rhetoric .....	6	
Term 4	4 Consumer Behavior .....	6
	Communication And Globalization .....	6
	Advanced Research Methods In Social Sciences .....	6
	General Studies Elective In Arts .....	6
	General Studies Elective In Behavioral Sciences .....	6
	General Studies Elective In Humanities .....	6
Production Of Multimedia Content .....	6	

	Course	Credits
Term 5	5 Analysis Of New Media .....	6
	Discourse Analysis For Communication .....	6
	Integral Communication In Marketing .....	6
	General Studies Elective In Natural Sciences .....	6
	Public Policies .....	6
	Professional Practices 1 .....	6
Term 6	6 Verbal And Non-Verbal Communication .....	6
	Communication And Organizational Development ..	6
	Digital Media Studies .....	6
	Persuasion And Public Opinion .....	6
	Select Topics 1 .....	6
	Criticism Theory And Cultural Studies .....	6
Term 7	7 Political Marketing .....	6
	Social Marketing .....	6
	Public Relations Planning .....	6
	Politics And New Technologies .....	6
	Professional Practices 2 .....	6
	Select Topics 2 .....	6
Term 8	8 Strategic Campaigns In Digital Media .....	6
	Crisis Communications .....	6
	Brand Construction And Corporate Reputation .....	6
	Design And Evaluation Of Communication Projects .....	6
	Select Topics 3 .....	6

# YOUR TIME IS NOW. JOIN US

## ADMISSION PROCESS

- Take the admission exam.
- Students from high schools that have an agreement with UDLAP do not have to take the admission exam. Consult the list of participating high schools at: **[www.udlap.mx/preparatoriasdeconvenio](http://www.udlap.mx/preparatoriasdeconvenio)**
- Deliver the basic documents for admission: **[www.udlap.mx/solicitudes](http://www.udlap.mx/solicitudes)**
- Information and deadlines for scholarships can be found at: **[www.udlap.mx/becas](http://www.udlap.mx/becas)**
- Current fees and tuition: **[www.udlap.mx/finanzas](http://www.udlap.mx/finanzas)**

## We Want to Hear From You

### Student Recruitment:

Tel.: 222 229 21 12

[informes.nuevoingreso@udlap.mx](mailto:informes.nuevoingreso@udlap.mx)

☎ (+52) 222 577 38 29

### Scholarships:

Tel.: 222 229 27 02

[informacion.beca@udlap.mx](mailto:informacion.beca@udlap.mx)

### Switchboard:

Tel.: 222 229 20 00

Ext. 4792 • 4799 • 4260 • 2189



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THE **UDLAP** ACADEMIC  
QUALITY AND PRESTIGE  
ARE ENDORSED BY **QS**,  
**SACSCOC** AND **FIMPES**



# UDLAP<sup>®</sup>

**Universidad de las Américas Puebla**

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