

Bachelor of Science in Digital Journalist



Our Mission... Your Future!

*Major in
Advertising and Public Relations*

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Bachelor of Science in Digital Journalist

MAJOR IN: ADVERTISING AND PUBLIC RELATIONS

PROGRAM DESCRIPTION

The structure of the course facilitates the acquisition of the knowledge necessary to interpret the current environment in which communicators develop their task, take advantage of consumer transformation to benefit the dissemination of the corporate message and put the focus on legal, ethical and management issues of the business. The student will know the techniques of digital analytics of campaigns to be able to add value to their professional task and explain the results to the management team for decision making.

GRADUATE PROFILE

Is a professional with skills to understand the successful and effective dynamics in digital spaces, applying the basic principles of strategic planning in the development of a digital project contextualized in business plan models and with skills to identify the real requirements of audience, traffic, interaction, technical aspects, content and profitability.

UNDERGRADUTE ENTRY REQUIREMENT

• High-school graduates (High-school):

Applicants who have completed High-school or secondary education in or outside the USA.

• Undergraduates:

Applicants who completed a bachelor degree issue by national or foreign higher-education institute who want to get academic credit for previous studies.

ADMISSION REQUIREMENTS

- High school diploma issued by a national or foreign educational institution.
- Bachelor or Associate Degree from a national or a foreign higher-education institution for those who want to get credit transfer for recognition of previous studies from other universities.
- Official transcripts (for graduate applicants and for those who require academic credit transfer for previous studies from other national or foreign higher-education institution).
- Valid identification (citizen ID or passport for foreign citizens).
- Admission and registration fees receipt.

IMPORTANT NOTES

- Official transcripts and degrees issued by foreign university education institutions must have the corresponding legal translation (this requirement has to be processed by the applicant).
- Official transcripts and degrees issued by foreign university education institutions must have the certification issued by a credential evaluation agency accredited in the United States for recognition of international education qualifications (this process is managed by FGU).

CIP CODE: 090702



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COURSE PLAN

Bachelor of Science in Digital Journalist Major in Digital Communications Management

General Education Courses

(12 Cursos/36 HC)

CÓD.	LISTA DE CURSOS	HORAS DE CRÉDITO
ARH250	Art History *	3
BSC105	Biology*	3
ENC101	College Composition I*	3
ENC202	College Composition II*	3
ENV101	Environmental Science*	3
MAC105	College Algebra I *	3
MAC114	College Algebra II *	3
PHI210	Critical Thinking *	3
PSY201	Psychology *	3
SOC201	Sociology *	3
SPC260	Oral Communication *	3
STA275	Statistics*	3
Sub-Total		36

Core Courses

(8 Cursos/24 HC)

CÓD.	LISTA DE CURSOS	HORAS DE CRÉDITO
BUS414	Entrepreneurial Journalism	3
COM354	Intercultural Relations	3
COM432	Communications Research Methods	3
CPT372	Advanced Computer Animation	3
HUM442	Media Law	3
ITN374	Networking Technologies	3
ITS384	Information Age and Society	3
ITS424	Television Reporting and Producing	3
ITS425	Multimedia Technology	3
ITS443	Democracy, New Media, and Internet	3
JOU313	Digital Story Telling Basics	3
JOU334	Journalism and Multimedia Practice	3
JOU365	Digital Narratives	3
JOU371	Professional Issues in ICT	3
JOU382	Business Journalism and Global Economy	3
JOU412	Fundamental Issues in Journalism	3
JOU415	Graphic Design for Online and Print	3
JOU435	Historical Perspectives of Journalism	3
JOU441	Ethics of Journalism	3
JOU445	Writing for online Media	3
JOU473	Journalism, Society, and the Citizen Journalist	3
MGM423	Digital Content Management	3
MGM485	Digital Journalism Capstone	3
MKT381	Digital Imaging and Manipulation	3
Sub-Total		72

Three Major Tracks

(4 Cursos/12 HC)

CÓD.	LISTA DE CURSOS	HORAS DE CRÉDITO
KMD301	Knowledge Management in The Digital Environment	3
FDC301	Foundations of Digital Communications & Social Media	3
PAE402	Foundations of Digital Communications & Social Media	3
DCP403	Digital Communication Projects	3
Sub-Total		12



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