

COURSES

1st semester	2nd semester	3rd semester	4th semester	5th semester	6th semester	7th semester	8th semester
Research Methods in Social Sciences 6c	Quantitative Research Laboratory 6c	Quantitative Research Methods 6c	Qualitative and Ethnographic Research 6c	Content Analysis Methods 6c	Ethics in Communication and Entertainment 6c	Social Responsibility and Sustainability 6c	Entrepreneurship and Innovation 6c
Visual Communication and Digital Image 6c	Audiovisual Narrative 6c	Narrative Anthropology 6c	Creative Writing and Applied Rhetoric 6c	Multimedia Narrative and Digital Semiotics 6c	Digital and On-line Publishing Laboratory 3c	Business Management of Global Communication 6c	Senior Management for Communication Companies 6c
Evolution of the Communication Thought and the Entertainment Industry 6c	Communication and Entertainment Traditions in North America 6c	Communication and Entertainment Traditions in Europe 6c	Communication and Entertainment Traditions in Latin America 6c	Digital Communication and Hypermedia Laboratory 3c	Information Art Laboratory 3c	Advanced Communication Studies I 3c	Practicum Social Entrepreneurship in Communication 6c
Cognitive Psychology 6c	Social Psychology and Persuasion 6c	Sociology of Communication and Entertainment 6c	Digital Journalism and Public Opinion 6c	Negotiation and Sale Strategy 6c	Public Relations 6c	Advanced Communication Studies II 3c	Advanced Communication Studies III 3c
Creativity and Innovation Laboratory 3c	Organizational Communication 6c	Human Factor Management 6c	Public and Corporate Image 6c	Budgets and Financial Analysis 6c	Legislation and Globalization of Communication 6c		Advanced Communication Studies IV 3c
Digital Photography and Lighting Laboratory 3c	Digital Television Production Laboratory 3c	Digital Post-Production Laboratory 3c	Film and Audiovisual Production Laboratory 3c	General Elective II 6c	Leadership 6c		
Journalism Languages for Digital and Online Media 3c	Audio News Production Laboratory 3c	Integrated Marketing 6c	Advertising and Creation of Strategic Brand 6c	Classical and Contemporary Humanism 9c			
Workshop or Activity I 3c	Workshop or Activity II 3c	Workshop or Activity III 3c	General Elective I 6c				
Being University Student 6c	Person and Meaning of Life 6c	Ethics 9c	Person and Transcendence 6c				

C= Credits

225 Professional Block credits 42 Anáhuac Block credits 93 Elective Block credits = 360 total credits

*This reference plan is a suggestion of the order in which you can take the subjects; however, you can make the necessary adjustments to best fit your study plans. In its design, the faculty considered the complexity and progression of the subjects' contents.