

COURSES

1st semester	2nd semester	3rd semester	4th semester	5th semester	6th semester	7th semester	8th semester
Introduction to the Entertainment Industry 6c	Origin of the Entertainment Industry in Mexico 6c	Development of the Entertainment Industry in Mexico 6c	Sponsorship and Fundraising 6c	Creativity and Planning of Entertainment Projects 6c	Ethics in Communication and Entertainment 6c	Social Responsibility and Sustainability 6c	Entrepreneurship and Innovation 6c
Research Methods in Social Sciences 6c	Quantitative Research Laboratory 3c	Quantitative Research Methods 6c	Qualitative and Ethnographic Research 6c	Content Analysis Methods 6c	Senior Management for Entertainment 6c	Analysis of Entertainment Business Cases 6c	Property and Theme Parks Management 6c
Introduction to the Entertainment Business 6c	Human Resource Management for Entertainment Companies 6c	Entertainment Industry Management 6c	Profitability Strategies for Entertainment Companies 6c	Integrated Marketing for Entertainment Companies 6c	Business Models for Entertainment Companies 6c	Special Events Production 6c	Practicum II Entertainment Projects 6c
Evolution of the Communication Thought and the Entertainment 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	Audience Development 6c	Practicum I Entertainment Projects 6c	
Visual Communication and Digital Image 6c	Strategies for Negotiating Contracts 6c	Sociology of Communication and Entertainment 6c	Intellectual Property and Legislation for the Entertainment 6c	Media Management Workshop 3c	Building Entertainment Company Brands 6c		
Video Game Industry 6c	The Music Business 6c	Editorial Market and Industry 6c	Integral Logistics of Mass Events 6c	General Elective II 6c	Leadership 6c		
Celebrities' Image and Public Opinion 6c	Digital Editorial Design Workshop 6c	Artist Portfolios Presentation Workshop 3c	Business Folder Presentation Workshop 3c	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

255 Professional Block credits 42 Anáhuac Block credits 63 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.