

MASTER'S DEGREE IN POLITICAL COMMUNICATION

HYBRID MODALITY
CURRICULUM PLAN



Generando desarrollo, cambiando el futuro

PERIOD II

ETHICS, LEADERSHIP, AND PUBLIC RESPONSIBILITY			
ILL:	PEL:	IL:	TH:
16	16	112	144
Online			

POLITICAL IMAGE MANAGEMENT AND POLITICAL BRANDING			
ILL:	PEL:	IL:	TH:
32	16	96	144
Blended			

INTRODUCTION TO POLITICAL MANAGEMENT AND GOVERNANCE			
ILL:	PEL:	IL:	TH:
32	16	96	144
Blended			

MEDIATIZATION AND POLITICAL STORYTELLING			
ILL:	PEL:	IL:	TH:
32	16	96	144
Blended			

POLITICAL BIG DATA, DATA SCIENCE, AND POLITICAL COMMUNICATION RESEARCH			
ILL:	PEL:	IL:	TH:
32	16	96	144
Blended			

SEMESTRE II

POLITICAL DISCOURSE CONSTRUCTION AND MEDIA TRAINING			
ILL:	PEL:	IL:	TH:
32	16	96	144
Blended			

ELECTORAL CAMPAIGN DESIGN AND PLANNING			
ILL:	PEL:	IL:	TH:
32	16	96	144
Blended			

CRISIS AND REPUTATION MANAGEMENT IN THE POLITICAL CONTEXT			
ILL:	PEL:	IL:	TH:
32	16	96	144
Blended			

GOVERNMENT COMMUNICATION AND PUBLIC AFFAIRS STRATEGIES			
ILL:	PEL:	IL:	TH:
32	16	96	144
Blended			

POLITICAL COMMUNICATION PROJECT			
ILL:	PEL:	IL:	TH:
16	16	112	144
Online			

Curricular Organization Unit

Hourly Distribution



Advanced Disciplinary Training

(ILL) Instructor-Led Learning

288 h



Research

(PEL) Practical and Experiential Learning

160 h



Degree Completion

(IL) Independent Learning

992 h

TOTAL HOURS 1440 h

TOTAL CREDITS 30 CREDITS