

Facultad de Estudios Internacionales
International Careers Program

MINOR/MENCION
INTERNATIONAL PUBLIC RELATIONS
(21 credits)

This international program is ideal for students of Communication and Business who wish to enhance their knowledge and expand their opportunities with studies in Public Relations. Creativity, initiative and the ability to communicate clearly and effectively in one or more languages are essential.

You will develop decision-making, problem-solving, and research skills. If you have an outgoing and assertive personality, understand human psychology and are self-motivated you will benefit from this program. To succeed in the world of international public relations you need to be competitive, love networking and be open to new ideas.

A quienes interesa esta Mención

Estudiantes de carreras relacionadas a la Comunicación y los Negocios pueden apalancar sus conocimientos y ampliar oportunidades laborales. La creatividad, la iniciativa y la capacidad para comunicarse eficazmente (en uno o más idiomas) son elementos esenciales.

Para obtener esta mención, de las 7 materias se requiere tomar un mínimo de **15 créditos en INGLÉS – (5 MATERIAS)**.

Prerequisites – One of the following (3credits)

UMKT260	Intro to Marketing
UPER101	Introduction to Journalism
UCMU102	Introduction to Communication

Required Courses – 15 credits

UCMU293	Intercultural Communication	OR
UGER378	Cultural Factors in Int'l Business	
UCMU330	Public Relations	
URPB 310	Electronic Public Relations	OR
URPB402	Auspicio, Patrocinio y Mecenazgo (offered only <i>in Spanish</i>)	
URPB410	Taller de Relaciones Públicas/P.R. Workshop	
UWRT200	Strategic Writing for Public Relations	OR
UWRT301	Writing for the Media (same as UPER425 Publicaciones Periódicas in Spanish)	

Select two of the following –6 credits

UCOM407	Multimedia	
UDIG101	Introduction to Digital Design	
UDIG150	Introduction to Digital Portfolio	
UDIG201	Graphic Design for Non-Majors	
UMKT460	Marketing on Line	
UTAV404	Diseño de websites (offered only <i>in Spanish</i>)	
UMKT358	Market Research Methods	OR
UMKT363	Comunicación en el Marketing (offered only <i>in Spanish</i>)	

I

Mención
Ver 12/03/08

7 materias

21 créditos