

BACHELOR OF ARTS IN COMMUNICATION

DUAL DEGREE

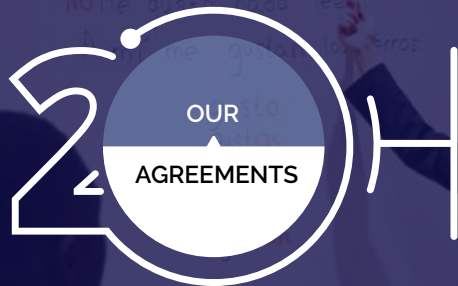
(CTDA - 092-2018 14 DE MAYO DE 2018)



WHO WE ARE?



Quality Leadership University was founded in 1997 with the mission of educating more and better leaders and professionals at the highest academic level, who actively contribute to the region's development. QLU's academic model is inspired by internationalization through academic cooperation agreements. To date, QLU has graduated more than 3,000 students.



Currently, QLU has active collaboration agreements with prestigious universities in the United States, Chile, Mexico, and Spain, including the University of Louisville, Illinois State University, University of South Florida, Universidad de Chile, Universidad Internacional de México, and Universidad Ramón Llull, La Salle, Campus Barcelona, as well as more than 50 agreements with local and international companies.



Currently, more than 1,500 students from Panama and the region are enrolled in Bachelor's, Postgraduate, Diploma, and English Programs. All QLU academic programs are approved by the Technical Commission for Academic Development (CTDA).



REACCREDITATION

Since 2012, Quality Leadership University has held institutional accreditation from the National Council for University Evaluation and Accreditation of Panama (CONEAUPA). In 2022, QLU achieved institutional reaccreditation from CONEAUPA, certified by Resolution No. 17 of November 29, 2022, for the maximum permitted period of 6 years for Private Universities in Panama.

**EXPLORE, LEAD, AND TRANSFORM YOUR PATH TO SUCCESS
IN COMMUNICATIONS STARTS HERE.**

WHY PURSUE A BACHELOR'S DEGREE IN COMMUNICATION AT QLU?



- 1 Development of Skills:** You will acquire skills in market analysis, consumer behavior, communication strategies, and brand management.
- 2 Professional Versatility:** You will be able to work in multiple sectors such as advertising, public relations, sales, digital marketing, and more.
- 3 Global Opportunities:** Marketing has a global reach, offering you the possibility to work anywhere in the world and in different cultures.
- 4 Academic Excellence:** QLU is recognized for its focus on educational quality and its commitment to the comprehensive training of its students.
- 5 Leadership Focus:** QLU fosters the development of leadership skills, preparing you to assume key roles in the business world.
- 6 Innovation and Technology:** The university incorporates the latest trends and technologies into its curriculum, ensuring you are prepared for current market challenges.
- 7 Practical Experience:** QLU combines theory with practice, offering you learning experiences in real projects that prepare you for the workforce.
- 8 Emphasis on Ethics and Social Responsibility:** The university not only focuses on technical and strategic skills but also on ethical principles and social responsibility, forming integral and committed professionals.

The teaching methodology combines theory and practice, providing students with a comprehensive and applied training in the business world.

Students learn to craft communication strategies tailored to various audiences, improving their ability to analyze market trends and execute successful campaigns in different industries.

Teachers who are experts in their field and with proven professional trajectory.

The program trains students in using modern digital tools and platforms, making them adaptable to the evolving landscape of online communication and marketing.

Valuable opportunities for business, employment, and shared experiences.

Access to QLU-Konserta job board.

QLU offers workshops, seminars, and events that promote professional and personal development.

Students develop confidence and proficiency in public speaking, enabling them to communicate effectively in professional and personal settings.

Professional internships at renowned companies where you will gain relevant professional experience.

The Bachelor of Arts in Communication, in academic collaboration with University of Louisville, allows the students the opportunity to earn a degree from a prestigious University from the United States of America without leaving Panama.

PROGRAM BENEFITS



PROGRAM OBJECTIVES



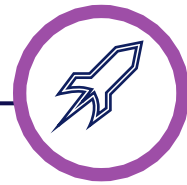
Develop global leadership skills

Acquire the competencies needed to lead teams and projects in an international environment.



Understand global markets

Learn to analyze and adapt to different international markets, understanding their dynamics and opportunities.



Foster business innovation

Develop an innovative mindset to identify and capitalize on business opportunities in the global arena.



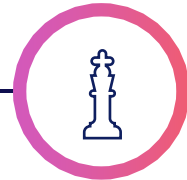
Improve strategic decision-making

Learn to make informed and strategic decisions that drive the growth and competitiveness of a company in the international market.



Strengthen intercultural communication skills

Develop the ability to communicate and negotiate effectively with people from different cultures and countries.



Manage international operations

Acquire knowledge about supply chain management, logistics, and operations in a global context.



Understand international regulations and policies

Learn about the laws and regulations that affect international trade and how to navigate these challenges.



Expand professional networks

Create an international network of contacts that can provide opportunities for collaboration and professional growth.



Promote sustainable development

Learn to integrate sustainable practices into international business strategies, contributing to social and environmental responsibility.



Adapt to global changes

Develop the flexibility and resilience needed to quickly adapt to changes and trends in the global business environment.

GRADUATE PROFILE

Effective communication skills

Proficient in verbal, written, and digital communication across various platforms and audiences.

01

02

Research abilities

Proficient in conducting research, gathering data, and presenting findings.

03

Critical thinking

Ability to analyze and evaluate information, arguments, and media critically.

04

Problem-solving

Capable of identifying issues and developing effective solutions.

05

Interpersonal skills

Strong ability to interact and collaborate with diverse groups of people.

06

Cultural awareness

Sensitivity to and understanding of cultural differences and their impact on communication.

07

Media literacy

Understanding of media operations, production, and the impact of media on society.

08

Technical proficiency

Familiarity with communication technologies and tools, such as social media, content management systems, and multimedia production.

09

Public speaking

Confidence and skill in delivering presentations and speeches.

JOB MARKET



Chief Communications
Officer (CCO)



Director of Public
Relations



Vice President of
Corporate
Communications



Brand
Manager



Director of Marketing and
Communications



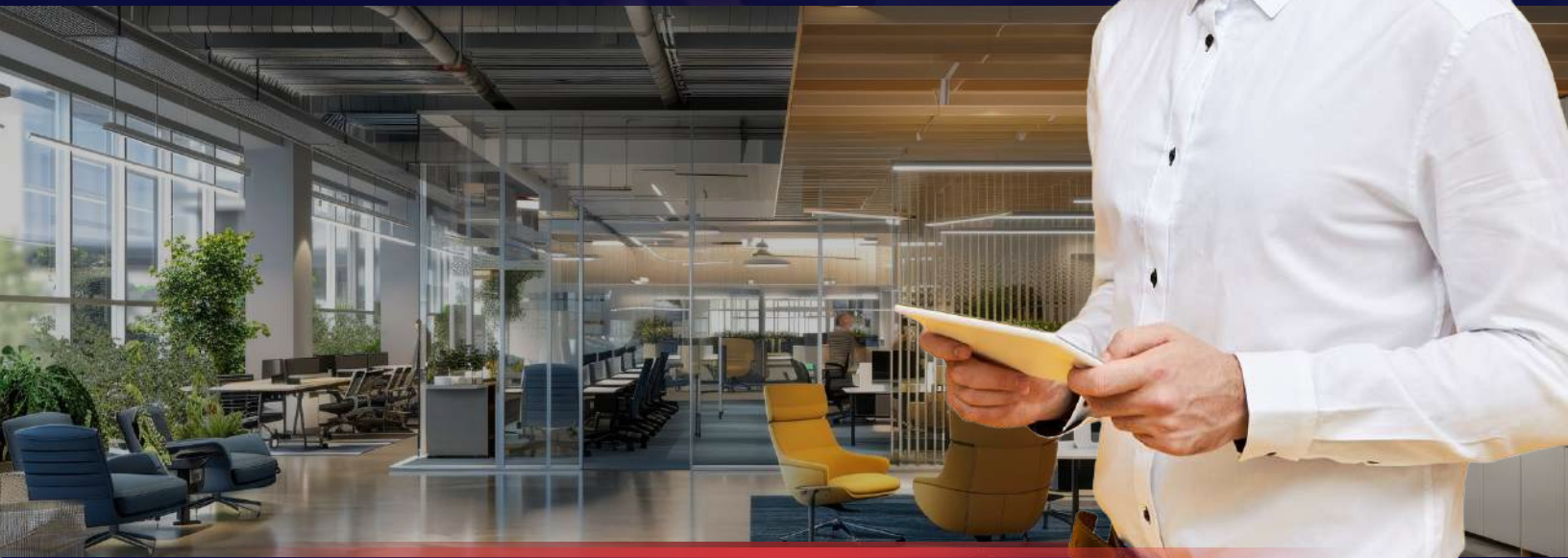
Head of Media
Relations



Executive
Speechwriter



Global Communications
Director



Obtain a US Degree, completely in Panama

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COURSES

Campus Culture
Introduction to Psychology
Business and Professional Speaking
College Writing
Global Environment
Principles of Communications
Introduction to Biological Systems
Introduction to Biological Systems Lab
Political Issues in Latin America
Intermediate College Writing
Microeconomics
Principles of Mass Communication
Introduction to Communication Technologies
Interpersonal Communication
Introduction to Sociology
Statistics for Business and Economics
Diversity and Inequality
Arguments in Every Day Life
Cultures of America
Macroeconomics
Principles of Marketing
Introduction to Arts
Research Communication
Social Problems
Geography of Panama
Newswriting
Introduction to Film
Introduction to Strategic Communication
Criminology
Business ethics
History of Panama
Enjoyment of Theatre
Video Communication
Spanish for the Workplace
Social Theory
Strategic Communication Writing
Environment Biology
Business Writing
Introduction to World Religions
Sports Communication
Graduation Project

ADMISSION REQUIREMENTS



Application Form



Copy of ID card or passport



Final high school credits with a minimum GPA of 3.2/5.0 (Panamanian system) or 2.5/4.0 (American system)



English placement test (free)



Passport-sized photo



High school diploma




Official transcripts from previous universities *
*Only for students transferring from other universities.




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