

Bachelor of Arts in Communication



Areas of Knowledge

Campus Culture

Introduction to Psychology

Business and Professional Speaking

College Writing

College Algebra

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 Technology

Interpersonal Communication

Introduction to Sociology

Statistics for Business and Economics

Information and Technology for Business

Arguments in Every Day Life

Cultures of America

Macroeconomics

Principle of Marketing

Introduction to Arts

Research Communication

Social Problems

Geography of Panama

Newswriting

Introduction to Film

Introduction to Advertising

Legal Environment of Business

Business Ethics

History of Civilization II

Enjoyment of Theatre

Video Communication

Spanish for the Workplace

Introduction to Logic

Desktop Publishing

Elementary Astronomy

Business Writing

Media, Culture and Society

Intercultural Communication

Strategic Communication Campaigns

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

What can you do with a degree in Communications?

- ★ Television and radio executive
- ★ Newspaper and magazine executive
- ★ News and feature magazine writer
- ★ Advertising and public relations executive
- ★ Sports marketing writer/executive
- ★ Events planner
- ★ Advertising or marketing specialist
- ★ Account executive
- ★ Sales manager
- ★ Media planner
- ★ Media sales representative
- ★ Radio announcer
- ★ News anchor
- ★ Public relations manager
- ★ Producer

