

# Communication



**ANÁHUAC  
CANCÚN**



**INTERNATIONAL CAMPUS**

# Become a Positive-Action International Leader



**The Anáhuac University  
is one of Mexico's 3 leading  
universities**



## Why study at Anáhuac Cancún?

- 1.** Studying at the International Campus of the Anáhuac Network will increase your employment opportunities.
- 2.** With more than 43 nationalities within our university community, you will have a multicultural experience that will help you adapt to the global business environment.
- 3.** Our recognized academic excellence will enhance your performance and prepare you for a successful career.
- 4.** Our values and comprehensive training programmes will help you to shape your performance to better face life's challenges and adapt to change.
- 5.** With our personalized attention you will thrive in a positive learning environment.
- 6.** Our competency-based semi flexible model focuses on you and the way you learn, allowing you to work at your own pace while providing you with learning experiences that allow you to put theory into practice.

## We inspire global leaders with positive vision

For more than 50 years, Anáhuac University has prepared young professionals with integrity and values, people with an innovative, entrepreneurial spirit. Known for their commitment to others, Anáhuac graduates are agents of change, eager to transform society in a bold, positive way.

## General Accreditations

Accredited by the *Federacion de Instituciones Mexicanas Particulares de Educación Superior* [Federation of Private Mexican Institutions of Higher Education] for having achieved the highest level of educational quality.



## International Memberships



ORGANIZACIÓN DE  
UNIVERSIDADES CATÓLICAS  
DE AMÉRICA LATINA Y EL CARIBE



# International School of Communication and Entertainment

We generate high-quality content for people to consume via digital platforms and social networks. We evolve new, technologically advanced media ecosystems for businesses. We develop integral communication strategies for publicity and marketing campaigns. We create and integrate internal communications channels for businesses' strategic communications.

## Focus

- A transformative Bachelor's degree which combines innovation and advanced use of digital technology in each of its modules.
- Create and develop communications products for consumers on a range of digital platforms and social networks.
- Implement communications, advertising and marketing strategies for global contexts.

## Accreditations

We are members of the National Council for the Research and Teaching of Communications Studies (CONEICC), which brings together top Communications faculties from around the country.



## Agreements

Our International School have developed a range of strategic agreements nationally and internationally which allows our students to maximize their professional development.

- Vidanta
- Cirque du Soleil JOYÀ
- SAE Institute

## Internships

Our internship program, Practicum, offers you the opportunity to spend a year at leading businesses in Cancun, the Riviera Maya or elsewhere in the world. Thanks to the Anáhuac Network and the International School of Communication and Entertainment's alliances, you will be able to put your professional skills into practice in areas including digital media, audiovisual production, new technology, film, journalism, communication, business communication, advertising, marketing and social media. Our agreements include with businesses and organizations such as:

- Vidanta - Cirque du Soleil JOYÀ.
- Xcaret Group
- J&S Audiovisual.
- Band of Designers.
- Kanan Films.
- Sipse TV CUN.
- TV Azteca.
- Palace Resorts.
- Sandos Hotels & Resorts.
- Iberostar Hotels & Resorts.
- AM Resorts.
- Anderson's Group



Bachelor's Degree in

# Communication



We generate  
high quality  
content and  
innovation

## Profile of the graduate

You will develop creative and innovative content which informs and entertains audiences across different digital platforms. You will be able to produce multimedia and transmedia content with a clear, international vision. You will know how to use cutting edge technology to inform through a range of communications media. You will be able to identify key social needs and offer media-centred solutions, as well as oversee strategic communication, advertising campaigns and public relations. You will master high-impact, journalistic skills such as data analysis, fact-checking and immersive narratives.



### What will you do with a Bachelor's Degree in Communication?

- Create digital content for diverse social networks and content platforms.
- Distribute innovative content emerging from an integral understanding of audiences and digital platforms.
- Analyze audiences and trends on digital platforms for decision-making purposes.
- Generate social media projects to develop efficient advertising and digital marketing campaigns.
- Produce audience loyalty through social media and digital content.
- Develop a vision for international leadership in advertising, marketing and public relations
- Lead strategic communications teams within organizations.

### Why study a Bachelor's Degree in Communication at Anáhuac Cancun University?

- You will be part of a range of international events such as round tables, forums and congresses and academic trips. These events will enrich your global perspective of communications.
- Anáhuac Cancun University is an international campus with students and professors from over 43 nationalities.
- The tourism, beaches and cultural diversity of Anáhuac Cancun make us a unique study destination.
- Our professors are from diverse places in Mexico and around the world. Cancun is the number one tourist destination in Latin America, making your campus experience unbeatable.
- We have over 200 exchange agreements with universities around the world, offering an enriching international experience.

### Employability

- Digital media.
- Advertising and marketing agencies.
- In marketing and social media.
- In areas of digital content creation.
- Communications departments and leadership boards.
- Public relations.
- As Communications Directors at institutions.
- Production houses.
- Communications consultancies.

### 2025 Model



### Study Plan

## Anáhuac Model 2025

01 02 03 04 05 06 07 08

Visual Communication and Digital Culture	Fundamentals of Research in Communication and Entertainment	Quantitative Research in Communication and Entertainment	Qualitative research in communication and entertainment	Content Analysis for Communication and Entertainment	Communication and Analytical Skills	Project Budget Management	Ethics for Communication and Entertainment
6c	6c	6c	6c	6c	3c	6c	6c
Introduction to Communication	American Insights on Communication and Entertainment	European Insights on Communication and Entertainment	Ibero-American Insights on Communication and Entertainment	Sociology of Communication and Entertainment	Communications and Media Law	Practicum 1: Communication Projects I	Practicum 2: Communication Projects II
3c	6c	6c	6c	3c	6c	6c	6c
Digital Photography	Audio Production and Editing	Audiovisual Media Platforms	Digital Post-production	The Film and Audiovisual Production	Event Management and Production	Sound Design for Visual Media	Short Film Production
6c	6c	6c	6c	6c	6c	6c	6c
Social Psychology and Persuasion Methods	Narrative Theory	Transmedia Storytelling	Applied Semiotics	Professional Elective	Professional Elective	Professional Elective	Professional Elective
3c	3c	6c	3c	6c MINOR	6c MINOR	6c MINOR	6c MINOR
Creative Communication	Journalism	Communication Strategies for Marketing	Journalism	Brand Advertising	Developing a Communication Strategy	Digital Advertising Production	Social Responsibility and Sustainability
6c	6c	6c	6c	6c	6c	6c	6c
Creative and Innovative Advertising	Effective organizational communication	Effective Corporate Communication and Talent Development	Scriptwriting	Digital Communication	Immersion Communication	Public Relations	Interdisciplinary Elective
6c	6c	3c	6c	6c	6c	6c	6c
University Education I	Elective Workshop or Activity	Elective Workshop or Activity	University Education II	Digital Journalism	Immersion Journalism	Elective workshop or activity	Anáhuac Elective
3c	3c	3c	3c	6c	6c	3c	6c
Leadership and Personal Development	Entrepreneurship Skills	Leading High-performance Teams	Entrepreneurship and Innovation	Ethics	Interdisciplinary Elective	Anáhuac Elective	
6c L-E STUDIES	3c L-E STUDIES	3c L-E STUDIES	3c L-E STUDIES	9c	6c	6c	
University Student Development	Fundamentals of Anthropology	Self-transcendence	Interdisciplinary Elective		Classical and Contemporary Humanism		
6c	6c	6c	6c		6c		
Total 45c	Total 45c	Total 45c	Total 48c	Total 48c	Total 51c	Total 45c	Total 42c
LEADERSHIP & ENTREPRENEURSHIP STUDIES							

Professional Studies: 273 credits    Anáhuac Studies: 54 credits    Interdisciplinary Studies: 42 credits    = 369 Total number of credits

# — Hometown Cancun

World's **number one** resort destination, with more than **25 million visitors** per year.

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Mexico's fastest **growing city**.

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International travel gateway **linking the world** with non-stop flights.

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**High ranking** quality of life.

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**Multicultural, multilingual and inclusive** way of life.



# INTERNATIONALIZATION



THE INTERNATIONAL UNIVERSITY OF CANCÚN

## Anáhuac Network

+100,000

Alumni

38,283

Enrolled students

+550

International exchange opportunities

17.5%

of the CEO's of companies listed on the Mexican Stock Exchange are Anáhuac graduates.

Anáhuac is in the top

2%

of the Best Universities in the World.



## Anáhuac Leadership Programs

**Cutting-edge programs for the development of leaders**, offering you a diploma course which includes establishing contacts and building professional networks, national and international professional development seminars, workshops, conferences, specialized topics and multidisciplinary integration. We offer different profiles:

- **ACCION:** Sports Leadership Program.
- **ALPHA:** Leadership Programs in Medicine.
- **CIMA:** University Student Leadership Program.
- **CREA:** Leadership Program in Communication.
- **CULMEN:** Leadership Program in Art and Culture.
- **FRONTIER+:** Research Leadership Program.
- **GENERA:** Corporate Leadership Program.
- **IMPULSA:** Social Commitment Leadership Program.
- **LUMEN:** Catholic Leadership Program.
- **ORBIS:** Tourism, Hospitality and Gastronomy Leadership Program.
- **SINERGIA:** Public Administration Leadership Program.

## Anáhuac Excellence and Human Values Programs

- **VÉRTICE:** Excellence Program.
- **GENTE NUEVA:** Human Values Program.



# The best university life experience

University life is an important part of the integral development of our students, both in and outside of the classroom. It offers space, moments and opportunities to listen, support and create.

## Student Relations

Our students share and promote the ideal of leading by example, and their capacity for initiative and commitment reaches its full potential by integrating individual talent into initiatives organized by the Student Societies, the Federation of Student Societies (FESAL) and the Association of Foreign Students Anáhuac (ADEFA).

## Sports

We offer more than 20 areas of study as well as elective subjects that enable students to develop their skills in first-class sports facilities. Our students can enjoy sports such as: football, soccer, tennis, basketball, volleyball, archery, golf, diving, paddle-boarding, pilates, sport climbing, crossfit, taekwondo, cheerleading team, jiu jitsu, among others.

## Art and Culture

An extensive variety of international-caliber cultural and artistic events and workshops with a focus on wide-ranging development. Workshops on salsa, painting, theater, hip hop, and groups representing dance and music.

## Social Commitment

*Acción Social Universidad Anáhuac (ASUA)* is a student body with volunteer projects that foster the development of genuine awareness based on universal values. It promotes students to take a lead in improving the living conditions of those in need of material, human or spiritual support thus enriching our students' all round development while transforming into true positive-action international leaders.

## Campus Ministry

The Campus Ministry offers spiritual care to our students interested in having this service. In addition, they organize and promote different activities and programs which seek to create awareness about the transcendent reality of every person, in the search for the ultimate meaning of one's life, as well as the commitment that we all have with our fellow men, particularly those most in need.







To find out more about the requirements, scan the QR code or visit <https://www.anahuac.mx/cancun/en/admission-process>



Enroll now  
and start living the  
Anáhuac experience.



For more information, visit: <https://www.anahuac.mx/cancun/en/bachelors-degree>  
or contact us at:



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Universidad Anáhuac Cancún



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