

COURSE DETAIL

PUBLIC IMAGE

Country

Mexico

Host Institution

National Autonomous University of Mexico

Program(s)

National Autonomous University of Mexico

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

104

UCEAP Course Suffix**UCEAP Official Title**

PUBLIC IMAGE

UCEAP Transcript Title

PUBLIC IMAGE

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course focuses on the idea of the public image in general, not exclusively to political matters. The course involves participants to analyze the public image of any brand, persona, celebrity, politician, etc. Throughout the course, participants research, construct, reconstruct, or analyze their public image and present their findings to the class. This course emphasizes the importance of public image and how it influences the way in which the world perceives them.

Language(s) of Instruction

Spanish

Host Institution Course Number

2004

Host Institution Course Title

ANALISIS Y CONSTRUCCION DE LA IMAGEN POLITICA

Host Institution Course Details

https://www.politicas.unam.mx/cedulas/ordinario/asig_prof/prof841247_2004.pdf

Host Institution Campus

NATIONAL AUTONOMOUS UNIVERSITY OF MEXICO

Host Institution Faculty

FACULTAD DE CIENCIAS POLITICAS Y SOCIALES

Host Institution Degree

Host Institution Department

CIENCIAS DE LA COMUNICACION

Course Last Reviewed

2024-2025

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