

# 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

PUBLIC IMAGE

## 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

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