

CEU UCH UNIVERSITY CALIFORNIA LOS ANGELES PROGRAM

Film & TV Development Certificate

Digital Media & Strategic Communica-
tions Certificate



CEU | *Universidad
Cardenal Herrera*

UCLA



ABOUT THE PROGRAMS

Film & TV Development

The Film & TV Development Program is taught by professors from the University of California, Los Angeles (UCLA Extension). It is aimed at students from the School of Humanities and Communication Sciences who want to embark on a career as content developers and creative producers of film and television in the world capital of the audiovisual entertainment industry.

Aimed at undergraduate students of:

- Degree in Journalism
- Degree in Audiovisual Communication
- Degree in Advertising and Public Relations

Location and periods

During the first three years of their degree at CEU, students in the program will take courses taught by UCLA professors in Madrid.

After completing the 3rd year of the CEU degree, during the summer the student will begin their American adventure, which will last for 7 months. Specifically, in the summer of the 3rd year, the student will take the following subjects in Los Angeles:

- Post-production for Film and Television
- The Business of Entertainment
- Understanding Genre: How to develop a Hollywood classic
- One elective course

During the first semester of the 4th year of the undergraduate program at CEU, the student will take the following courses in Los Angeles:

- Story Analysis for Film and Television
- Introduction to Feature Film Development
- Marketing and Distributing Independent Films across all platforms
- One elective course

Digital Media & Strategic Communications

The program, taught by professors from the University of California, Los Angeles (UCLA), is aimed at students from the Faculty of Humanities and Communication Sciences and students from the Faculty of Economics, who want to master the latest trends in Digital Strategic Communication and Marketing at an international level.

Due to the high reputation of American education internationally, students with a US degree tend to be more valued by companies. This is a great opportunity for the student who wants to make a difference, growing and acquiring knowledge to succeed in the dynamic and competitive field of marketing.

At the end of the program, the student obtains an official certificate: "Marketing Certificate" and the program certificate: "Digital Media & Strategic Communication" issued by UCLA Extension.

Aimed at undergraduate students of:

- Degree in Journalism
- Degree in Audiovisual Communication
- Degree in Advertising and Public Relations
- Degree in Marketing

Location and periods

During the first three years of their degree at CEU, students in the program will take the following courses taught by CEU and UCLA professors in Madrid:

- Academic Writing
- Digital Marketing
- Brand Management

During the 4th year of undergraduate studies at CEU, the student will take the following courses in Los Angeles:

- Integrated Marketing Communications
- Digital Analytics
- Advanced Digital and Social Media Marketing Strategies
- Marketing Principles and Practices

WHAT'S IN IT FOR YOU?

Students in the program benefit from two distinct and complementary educational methods that, combined, provide them with a global vision and a capacity for adaptation that will be highly valued when it comes to entering the job market. The American teaching system stands out for its pragmatism and application to real contexts, in the development of which the student interacts with the teacher in a very active way.



CONTACT

For any questions or other information please contact: international.programs@uchceu.es



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