



Diseño y planeación de la licenciatura en periodismo multimedia [

2016

text (article)

Analítica

This investigation is the result of the creation of the bachelor degree in Multimedia Journalism at the FCC of the UANL. This is work exploratory, descriptive and qualitative. The universe consists in the educational programs, designed in other faculties. Sample: Educational Programs Marketing and journalism multimedia in this school. The general objective is to inform about curriculum design and the extensive document of the Educational Program of this degree. Objectives Specific: set the foundation and its 4-axis, full educational program, curriculum, the profile of enrolled and graduated students and their opinions of the interview, support the proposal for acceptance and implementation. Methodology: the search and selection of fundament, focused on the education offered by the FCC and journalism schools. Results: the actors consider their licenciature is a need. This is the foundation and origin of this school. It summed, interesting and time because it will satisfy the requirements of the media where most of the graduated students work

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