

CURSOS OD EN INGLÉS - CONCEPCIÓN

TRAVELING, A TRUE LEARNING EXPERIENCE

Código	Profesora	Horario	Sala	Campus
AMIAI20048	Daniela De Pablo	Mi-Vi H4	AI-SA302	Ainavillo

Travel is an ambition for many cosmopolitan-minded students, either as part of a study program/exchange or as an independent project. Aimed to enhance any travel experience, this course broadens the mind of the student by encouraging a cross-cultural understanding and global vision through the views and stories of different travelers. It also awakens curiosity for exploration beyond immediate surroundings and to know new places and cultures considering the historical background as a part of responsible tourism. During the semester, different professionals will be invited to share their travel experiences and how these journeys have changed their personal and professional life.

THE 1960'S, THE DECADE WHEN EVERYTHING CHANGED

Código	Profesor	Horario	Sala	Campus
ROBI006	Carlos Yacomán	Ma-Ju H4	AI-SA301	Ainavillo

This course is aimed at making an account of a critical period in recent history that underwent huge changes in international politics, fashion, music, philosophy, technology, in everything...
The 1960's: a turning point in history in which the world changed forever, changes that can still be felt by everyone.

This is a time in which the whole world experienced countless numbers of events – Vietnam War, The Beatles, Landing of Man on the Moon, Paris 1968, Hippies, Cold War, Berlin Wall, mini-skirt, etc. - that not only have remained in our memories, but have also shaped what our present daily life actually means and is like.

GLOBAL COMMUNICATION

Código	Profesor	Horario	Sala	Campus
ROBI004	Sebastián Adlerstein	Mi-Vi H4	PV-SA109	Pedro de Valdivia

To succeed in this world, global communications professionals must be able to understand cultures different from their own, tailor their strategy market by market and use the promise of non-traditional digital communications to solve a communications challenge. This course will introduce students to the basic elements of global communications by focusing on 6 key international markets in a revolving class format where students work on a real client project from a different global region each week. Actively using tools like blogs, wikis, online social networks and online video, students will create a digital communications strategy for a new client each week.