

Modelo  
Educativo  
**PUCP**

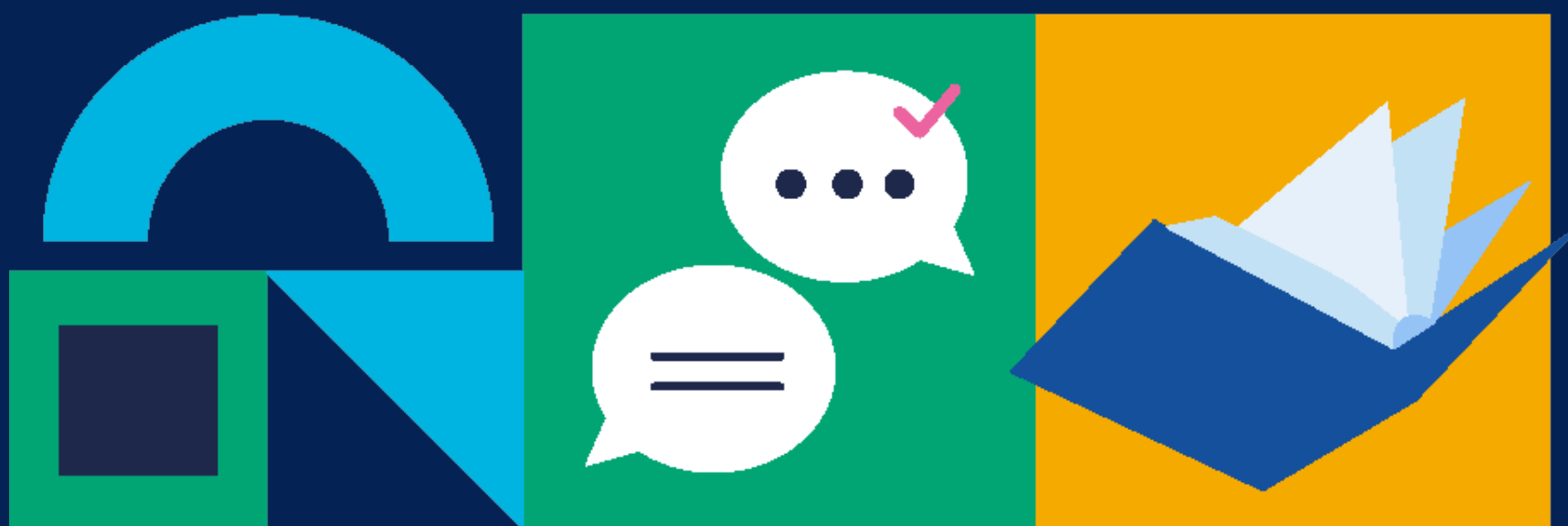


Dirección Académica  
de Relaciones  
Institucionales

LLEVA TUS

# *Cursos en inglés*

**2025-1**



# Cursos en inglés

2025-1



Dirección Académica  
de Relaciones  
Institucionales

**MATRÍCULA**  
*11 al 13  
de marzo*

## 1. INGRESA AL CAMPUS VIRTUAL.

CAMPUS VIRTUAL

☰ Alumno

Matrícula

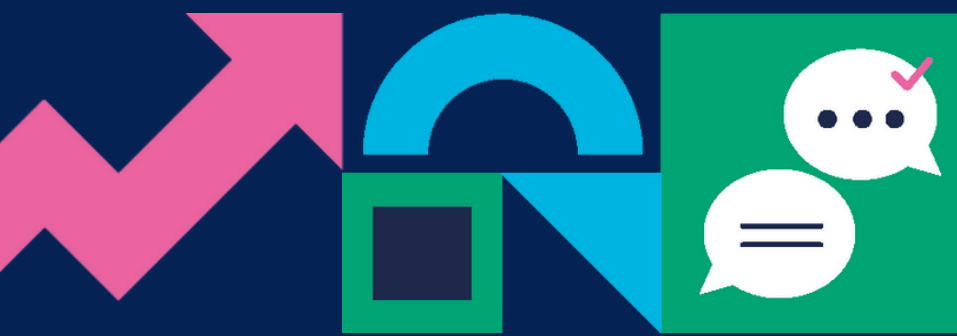
Universidad

Correo



## 2. UBICA EL CURSO.

**CÓDIGO**



# Cursos en inglés

2025-1



Facultad de Ciencias y  
Artes de la Comunicación

## *History and future perspectives of video games*

CÓDIGO:

**CCC372**

The course will give students an overview of the history of video games, from their beginnings in the 1950s as simple moving graphics on large computers to the rapidly developing mobile game. Through the analysis of advances in genres, gameplay, formats and other narrative and audiovisual elements, it will help students understand the video game as an art form, just like film, literature and music.



**DOCENTE:**

**Esteban  
Cueto**



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Facultad de Ciencias y  
Artes de la Comunicación

## *AI for Communications*

CÓDIGO:

**CCC352**

The course will introduce students to the general context of generative and non-generative artificial intelligence (AI). It will provide a strategic overview of how local and international teams have used AI in journalistic (news and investigative), digital marketing, and audiovisual projects. Cross-cutting themes include the creation of digital products, audience management, content marketing, social media opportunities, and big data.

We will review emerging trends in the use of AI for the creation of digital content and reflect on the ethical criteria required. We will delve into the use of Perplexity, ChatGPT, and Claude, as well as the trained use of effective prompts. Also, we will review other AI tools to concretize the production of text, images, and audio. In addition, we will explore the dynamics of collaborative work with specialists in the use of Python and user interfaces for the creation of digital products.



**DOCENTE:**

**Luisa  
García**

