

Graduate
espol[®]

NEW GRADUATE PROGRAM!

Master of Arts in Branding Transmedia Communication

RPC-SO-51-No.859-2023



ESPOL, your best choice

1

PRESTIGE

ESPOL is the top state university according to internal rankings and one of the best in LATAM.



2

ADVANCE PROFESSIONALLY

Optimize your time and achieve your goals studying programs designed to obtain your degree faster.



3

NETWORKING

Build long-term relationships with industry leaders and experts that will boost your career.



4

HIGHLY QUALIFIED FACULTY

Learn from the top educators in Ecuador as well as internationally renowned foreign faculty.



5

BROAD YOUR HORIZONS

Enrich your academic experience and your professional profile by complementing your training with courses from other ESPOL master's degrees and other university centers.



6

EMPLOYABILITY

Alumni from ESPOL have a high employability rate in national and foreign companies.





Faculty of Art, Design and Audiovisual Communication

Creative workers in the domains of art, design, and audiovisual communication are prepared at the Escuela Superior Politécnica del Litoral (ESPOL) through the Faculty of Art, Design, and Audiovisual Communication (FADCOM). The mission of the college is to provide highly skilled, dedicated graduates to meet the demands of the creative and productive sectors of society.

One notable feature of the FADCOM Graduate Program is its creative and excellent academic proposal. Our graduate programs which include the Master of Arts in Animation and Videogames, the Master of Arts in Audiovisual Postproduction, the Master of Science in Art and Technology, and the Master of Arts in Branding Transmedia Communication, are created to instruct professionals with up-to-date knowledge and practical skills that allow them to stand out in a competitive environment.

We cordially encourage you to become a part of our academic community and enjoy a rich and rewarding experience that will able you with the skills you need to succeed in the workplace and make a major contribution to the advancement of our society.

¡WELCOME!



Master of Arts in Branding Transmedia Communication

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Transmedia communication focuses on the audience as the main part of the process. This program will train experts to tell stories across multiple channels and platforms that are shared on social networks. The goal is not just to copy the same story but to share it in a way that each medium adds something unique. As people consume content on the move, it is essential to provide access through various channels, ensuring that products reach them when, where, and how they want.

This program uses expert knowledge in new media and promotes Transmedia Brand Management. It creates strategies to engage new audiences and encourages research on how to integrate brands into new technologies to help close the digital divide.

MAKE YOUR POTENTIAL SHINE
And make the difference in your professional field

Our Graduate Program

ROUTE TO THE FUTURE

Mission

To cooperate with society, complementing the training of creative and innovative professionals in the communication between the brand and its audience through multiple platforms and experiences.

Vision

To be a national and international benchmark program, a leader in training expert strategists in Branding Transmedia Communication driving innovation in the business and socio-cultural sphere.

ESPOL VALUES



INTEGRITY

We practice ethics in our actions and are accountable for what we do.



COOPERATION

We are a community committed in solidarity to solve the world's problems.



COMMITMENT

We materialize our commitment to quality education, to the well-being of human beings and to the transfer of sustainable solutions at the service of society.



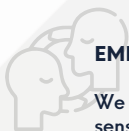
DEDICATION

We do more than what is expected of us with passion and enthusiasm.



INNOVATION

We generate value, looking for new improvements and solutions to solve problems and take advantage of opportunities.



EMPATHY

We demonstrate genuine sensitivity to the needs of our stakeholders and work as a team to meet them.



OPENNESS

We are open to the world, to new experiences, and we welcome valuable people with diverse opinions and perspectives.



Become an

INNOVATIVE AND CREATIVE PROFESSIONAL

Graduate Program General Objective

Empower fourth-level professionals to master brand communication and transmedia narratives, ensuring a robust brand positioning across diverse channel and audiences.

Competencies

- Develop strategies that integrate theories of user behavior in hybrid environments, to maximize the impact of brand in diverse and dynamic contexts, analyzing and applying current and future trends in audience behavior.
- Develop visual and/or audiovisual narratives and messages that are effectively distributed across diverse digital and analog platforms, to create strong emotional connections, and strengthen brand identity and presence.
- Design transmedia brand management strategies that integrate multiple platforms and audiences, optimizing interactions and engagement with the brand through consistent and enriching experiences.

Undergraduate student's profile

The program is specifically designed for professionals with a third-level degree, ideally in art, design, and digital communication. Those from other fields must have a minimum of one year of professional experience in audiovisual techniques and the management of digital communities.

Learn how to manage
SUCCESSFUL BRANDS

Graduate program student's profile

Graduates of the Master's Degree in Branding Transmedia Communication will apply specialized knowledge of new digital media and multiplatform narratives to brand management, proposing strategies that boost domestic production and reduce the digital divide. In addition, they will create and evaluate brand strategies based on the behavior of new audiences and the latest metrics of digital influence. Finally, they will promote research focused on transmedia brand management for community-based initiatives, integrating them into new technological dynamics.

GRADUATE DEGREE

**Master of Arts in Branding
Transmedia Communication**

DEGREE IN

1 YEAR



Curriculum

The curriculum consists of two ordinary academic periods within a year. Twelve modules, included a qualification work is the academic offer.

NOMENCLATURE

COURSE UNIT NAME	
CREDITS	CLASS HOURS

ACADEMIC TERM 1 FIRST SEMESTER

BRANDING FUNDAMENTALS	
2	32

PERSONAL BRANDING	
2	32

DIGITAL BRAND BUILDING	
3	48

STRATEGIC BRANDING	
3	48

DIGITAL BRANDING APPLIED RESEARCH	
2	32

CAPSTONE COURSE	
2	32

ACADEMIC TERM 2 SECOND SEMESTER

ELECTIVE COURSE	
2	32

NEW MEDIA DESIGN	
2	32

STORYTELLING	
2	32

TRANSMEDIA BRAND MANAGEMENT	
3	48

MULTIPLATFORM STORYTELLING MANAGEMENT	
3	48

CAPSTONE PROJECT	
4	48

Immersive learning experience

with 464 hours of engaging teacher contact

SCHEDULE

The 32-hour modules

Monday to Thursday, 18:30 to 21:30

3 weeks of live
online classes

The 48-hour modules

Monday to Thursday, 18:30 to 21:30
Saturdays, 9:00 AM to 13:00

3 weeks of live
online classes



HYBRID MODALITY

It is a combination of online and in-person learning, or work, that allows for flexibility in when and where students or employees participate.

A Few of our Professors

Our teachers have extensive experience in the professional area and they are part of the work team of recognized public and private companies. In the academic environment, they have been graduated from the best universities of the world, and have teaching experience in educational institutions with a long history.



Pablo Vidal

An expert in training, consulting, and delivering conferences for professionals and companies, Pablo has over 15 years of experience in the field. He holds a PhD in Communication Sciences and serves as a university professor and professional speaker.



Agustín Rosa Marín

PhD in Social Communication from the Complutense University of Madrid. With over 20 years of international experience across Spain, Europe, Mexico, and Ecuador, he guides companies and entrepreneurs in strategic communication, leadership, and digital transformation. His expertise lies in integrating artificial intelligence into marketing, enhancing storytelling and persuasion, and translating complex concepts into practical learning for organizations.



Dany Berczeller

Dany is the Director of the Graphic Design program at UNAB Chile and the Creative Campus at Andrés Bello University. He is a seasoned graphic design professional specializing in strategic design and cultural management. In addition to his academic role, Dany leads the Bercz design studio, collaborating with both Chilean and international brands.

Experience of our grad program faculty



73%

Hold PhDs in communication-related fields



82%

Have experience in national and international brand management



51%

Of our faculty members are international



Academic Mobility

ESPOL Graduate students can access the following academic exchange programs:

PIU



Programa
de Intercambio
Universitario



Learning Platforms

All polytechnic masters have access to the following platforms:



Microsoft 365



CANVAS
BY INSTRUCTURE

LinkedIn Learning

Other Benefits

Every student at our institution is covered by personal accident medical insurance, ensuring peace of mind while you focus on your studies and enjoy your campus life

Latina
SEGUROS



Technological Equipment Requirements for Students

In order to warranty the appropriate planning, design, and seamless management of transmedia campaigns and digital prototypes, students are required to have the following personal equipment:

Standard Recommendations for Windows

- Intel Core i5 (13th Generation) or equivalent.
- 512 GB internal storage.
- 16 GB RAM.
- Integrated graphics.
- 3–4 year warranty.
- Stable internet connection.
- Monitor covering 100% of the sRGB color space.

Included: monitor, keyboard and mouse on standard models.

Standard Recommendations for Mac

- Apple Mac computer with M-series chip.
- 256 GB internal storage.
- 16 GB RAM.
- Integrated graphics.
- 3–4-year warranty.
- Stable internet connection.
- We recommend the new MacBook Neo for its performance.

Included: monitor, keyboard and mouse on standard models.

Software

- Adobe Illustrator.
- Suite Adobe.
- Adobe Creative Cloud.





Technological resources

At FADCOM, we provide you with professional-grade technological equipment and the support of ESPOL's central infrastructure to enhance your academic and research development.

1. Digital Infrastructure and Labs

- Academic platforms, experimental labs, and exhibition spaces for developing multiplatform content.
- Adobe Creative Cloud: Complete suite (Photoshop, Illustrator, Premiere, Substance, After Effects, Media Encoder, Acrobat).
- Productivity Tools: Microsoft 365 licenses (Word, Excel, PowerPoint, Outlook).

2. Analytics and Big Data Tools

- Access to network monitoring systems, social listening tools, and artificial intelligence for data analysis and trend detection.

3. Simulation and Prototyping Environments

- Software for creating interactive experiences, customer journey maps, and data visualization systems.

4. Collaborative Platforms

- Academic repositories and teamwork tools for the ethical and sustainable management of brand projects.

- University undergraduate degree diploma (if international, get it apostilled).
- SENESCYT validation (downloaded from the portal).
- Valid ID or passport.
- Voting certificate (ecuadorians solely).
- Disability Card (if that is the case).
- Updated CV.
- A copy of a utility bill receipt.
- The Admission exam results.



- Undergraduate Academic performance.
- Work experience.
- Motivation letter.
- Letter of recommendation.
- Interview with the coordinator.
- Admission Test.



- Credit / debit cards.
- Bank wire transfer.



- Direct credit with the ESPOL program.
- Banking educational credit.



ASK FOR OURS
SCHOLARSHIPS



**Faculty of
Art, Design and Audiovisual Communication**

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