



Bachelor's Degree in Kerygmatic Communication

Program Presentation

The Bachelor's Degree in Communication and Kerygma from the Universidad Católica Americana (UNICA) represents a cutting-edge educational proposal that fuses the Science of Communication with the Central Proclamation of the Gospel (Kerygma). In the biblical and ecclesial tradition, the Kerygma (from the Greek *kērygma*, meaning proclamation or announcement) is the fundamental content of faith: the Death and Resurrection of Jesus Christ as God's salvific act. Communication is the means through which this message becomes present and relevant across all cultures and platforms. Today, the Kerygma must be proclaimed in the digital continent—a new Areopagus where much of human life unfolds.

This vocation to proclaim the faith effectively is realized through the study of digital narrative, multimedia production, strategic communication, and homiletics, applied to the Church's evangelizing mission.

The Bachelor's Degree in Communication and Kerygma at UNICA offers an interdisciplinary formation that integrates theology, missiology, journalism, and media production, preparing professionals capable of:

- Understanding the theological core of the Kerygma and its existential relevance.
- Designing and producing high-quality multimedia content (audiovisual, written, interactive) for evangelization.
- Supporting pastoral processes by uniting fidelity to the Magisterium with contemporary storytelling techniques.
- Leading communication offices, ecclesial media, and faith-based outreach projects at local and global levels.

Thanks to its virtual and blended modalities, the program is accessible to students from various contexts, who can carry out media production projects and management practices within their own communities or in associated institutions. Its bilingual offering (Spanish and English) is essential for global mission. Through this degree, UNICA reaffirms its commitment to the mission of the Church and society: to form leaders who are digital evangelizers and storytellers of faith in the spirit of the Gospel.

Justification

The Bachelor's Degree in Communication and Kerygma is fundamentally relevant to the being and mission of the Church, serving as a formative response to the urgent need to evangelize culture and the media.

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1. **Formation of Priests:** It is crucial for Homiletics and public presence. A priest trained in communication can dramatically improve the quality of his preaching (use of narrative, structure, pathos), effectively manage his parish's or diocese's social media, handle media crises professionally, and transform ecclesial communication from reactive to proactive and kerygmatic.
2. **Formation of Committed Laity:** The laity are the main actors in secular media (film, television, marketing). This degree equips them to be professional Christian communicators and digital evangelizers, creating content that brings the light of the Gospel to the marketplace, culture, and public sphere, countering misinformation with truth well told.
3. **Pastoral Agents and Leaders of Diverse Traditions:** The program professionalizes catechesis and formation. Trained leaders will be able to design pastoral campaigns that resonate with new generations, manage theological e-learning platforms, and coordinate ecumenical communication projects—ensuring that the central message of faith is communicated with clarity, relevance, and creativity.

Institutional

The Universidad Católica Americana (UNICA) is an ecclesiastical institution of Christian-Catholic inspiration, committed to integral formation in the light of the Gospel and the living tradition of the Church.

Identity

Mission

To form professionals in Communication and Kerygma with academic, ethical, and pastoral competencies, prepared to proclaim the central message of the faith with technical excellence and theological fidelity, strategically using all media for evangelization.

Vision

To be recognized as a Catholic university of reference in the formation of kerygmatic communicators and leaders of Digital Evangelization, with impact on the media and contemporary culture.

Values

Truth, Charity, Excellence, Creativity, Prophecy, and Service.

Program Technical Sheet

Field	Description
Program Name	Bachelor's Degree in Communication and Kerygma
Academic Level	Undergraduate / Bachelor
Duration	8 semesters (curricular structure organized by semesters)

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Total Credits	160 credits (average of 20 credits per semester)
Modality	Virtual and blended (synchronous/asynchronous classes, intensive multimedia production workshops, and media/pastoral practices)
Language Offering	Spanish / English / Bilingual (ideal for the digital field)
Location	State of Texas, U.S.A.
Degree Awarded	Bachelor's Degree in Communication and Kerygma — Universidad Católica Americana (UNICA)

Plan of Studies by Semesters (8 Semesters — 160 Credits)

Semester	Code	Course	Credits	Summary	Prerequisites
1	CKK-101	Fundamentals of Communication and Media	6	Theory of communication, models, mass and digital media.	None
	CKK-102	Introduction to Kerygma and Fundamental Theology	6	The core of the Christian proclamation: Christ as Savior and Revelation.	None
	CKK-103	Creative Writing and Basic Storytelling	4	Writing techniques, copywriting, and creation of persuasive narratives.	None
	CKK-104	Multimedia Production Workshop I (Photography and Audio)	4	Basic image and sound capture and editing for the web.	None
Total			20		
2	CKK-201	Strategic Communication and Public Relations	6	Planning, image management, branding, and stakeholder relations.	CKK-101

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	CKK-202	Christology and Soteriology (Deepening the Kerygma)	6	Systematic study of the person of Christ and the doctrine of salvation.	CKK-102
	CKK-203	Semiotics, Symbols, and Religious Language	4	Analysis of signs, icons, and the symbolic communication of faith.	CKK-101
	CKK-204	Multimedia Production Workshop II (Video and Editing)	4	Filming, scriptwriting, and professional video editing (short films, reels).	CKK-104
Total			20		
3	CKK-301	Journalism and Digital Communication	6	Journalistic writing, fact-checking, and online information ethics.	CKK-201
	CKK-302	Homiletics and Sacred Oratory	6	Sermon structure, rhetoric, voice use, and effective preaching.	CKK-202
	CKK-303	Communication Ethics and Social Morality	4	Responsibility of the communicator, fake news, and ethical use of AI.	CKK-203
	CKK-304	Database and CMS Management (Web Content Management)	4	Use of platforms (WordPress, Joomla) and content organization.	CKK-103
Total			20		
4	CKK-401	Social Media Management and Digital Marketing	6	Strategies for social networks, SEO, SEM, and audience analytics.	CKK-301
	CKK-402	Theological and Missionary Anthropology	6	Christian view of the human being, culture, and evangelization.	CKK-202
	CKK-403	Crisis Communication	4	Protocols for crises, press management,	CKK-301



		and Media Training		and ecclesial spokesperson training.	
	CKK-404	General Elective I	4	Elective course in humanities or social sciences.	According to elective
Total			20		
5	CKK-501	Design of Kerygmatic Transmedia Campaigns	6	Creation of strategies using multiple platforms for one unified message.	CKK-401
	CKK-502	Pastoral Communication and Digital Evangelization	6	Integration of communication in pastoral life: liturgy, catechesis, charity.	CKK-402
	CKK-503	Screenwriting and Documentary Production Workshop	4	Advanced script development for long formats (film, series).	CKK-204
	CKK-504	Media Training and Oratory Practice II (Supervised)	4	Practical experience in debates, interviews, and news presentation.	CKK-302
Total			20		
6	CKK-601	Research Methodology in Communication and Media	6	Study design, audience analysis, and impact assessment.	CKK-401
	CKK-602	Social Doctrine of the Church and Communication for Development	6	The Church's Social Doctrine as content to promote social justice through media.	CKK-402
	CKK-603	Leadership and Management of Ecclesial and Nonprofit Media	4	Administration of budgets, teams, and projects in the faith- based sector.	CKK-501
	CKK-604	Content Production Practice II (Intensive)	4	Creation of an advanced content portfolio for a real mission.	CKK-504



Total			20		
7	CKK-701	Communication Strategies for Ecumenical Dialogue	6	Use of media for unity, interreligious relations, and global communication.	CKK-502
	CKK-702	Hermeneutics of the Word and Biblical Narrative	6	Techniques to interpret and narrate Scripture in an engaging way.	CKK-202
	CKK-703	Communication Law and Intellectual Property	4	Legal framework for media, licensing, and protection of ecclesial image.	CKK-603
	CKK-704	Advanced Elective in Production or Theology	4	Specialized course in software, applied AI, or a theological topic.	According to elective
Total			20		
8	CKK-801	Integrative Seminar and Kerygmatic Campaign Project (Thesis)	10	Development and defense of a complete transmedia communication campaign for mission.	CKK-601
	CKK-802	Professional Ethics and Deontology of the Faith Communicator	6	Ethical principles in professional practice, transparency, and truth.	CKK-303
	CKK-803	Future Trends (Metaverse, Web 3.0) and the Kerygma	4	Analysis of new technologies' impact on proclaiming the Gospel.	CKK-502
Total			20		

Methodology and Evaluation

- **Blended Methodology:** Synchronous/asynchronous classes, practical production workshops (hands-on), crisis management simulations, master classes with ecclesial communicators, and field practices in media or communication offices.
- **Continuous Evaluation:** Multimedia production portfolios (video, design, web), analysis

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of crisis communication cases, ethics essays, applied research, and defense of the final transmedia campaign project.

- **Bilingual Evaluation:** In the bilingual modality, students will be evaluated on social and linguistic competencies in both languages.

Admission Requirements (Profile and Documentation)

- Recognized High School Diploma or equivalent (GED).
- Secondary school transcript / academic record.
- Personal essay (letter of motivation and vocational discernment toward ministerial service).
- Admission interview (academic and vocational/ministerial).
- One pastoral or academic recommendation.
- Demonstration of language proficiency according to the selected modality (see language section).
- For international students: compliance with current immigration and/or visa requirements.
- The university may include additional requirements in accordance with institutional and accreditation regulations.

Institutional Observations and Regulatory Compliance

The university will adapt admission documents and requirements in accordance with the laws of the State of Texas and the current authorization and accreditation standards applicable to religious institutions and programs offered in virtual or hybrid modalities. All academic, ministerial, and media components comply with the institutional mission and the ethical principles expected of faith-based higher education programs. UNICA reserves the right to make academic adjustments to ensure compliance with accreditation standards, ecclesial directives, and legal frameworks for religious education within the United States.