

## **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 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 The Bachelor's Degree in Communication and Kerygma at UNICA offers an interdisciplinary formation that integrates theology, missiology, journalism, and media production, professionals preparing capable • Understanding the theological core of the Kerygma and its existential relevance. • Designing and producing high-quality multimedia content (audiovisual, written, interactive) evangelization. for • 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 essential for global 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** Identity

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.

#### 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.

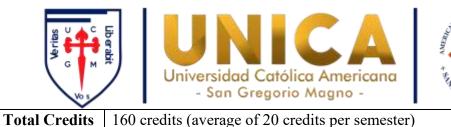
#### Values

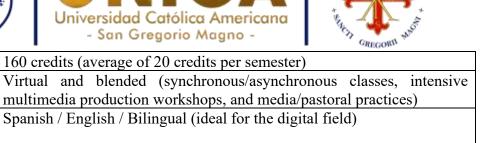
Truth, Charity, Excellence, Creativity, Prophecy, and Service.

# **Program Technical Sheet**

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

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

State of Texas, U.S.A.

Católica Americana (UNICA)

Modality

Language

Offering Location

Degree Awarded

Semester	Code	Course	Credits	Summary	Prerequisites
1	CKK- 101	Communication and Media		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-	Christology and	6	Systematic study of	CKK-102
	202	Soteriology		the person of Christ	
		(Deepening the		and the doctrine of	
		Kerygma)		salvation.	
	CKK-	Semiotics,	4	Analysis of signs,	CKK-101
	203	Symbols, and		icons, and the	
		Religious		symbolic	
		Language		communication of	
				faith.	
	CKK-	Multimedia	4	Filming,	CKK-104
	204	Production		scriptwriting, and	
		Workshop II		professional video	
		(Video and		editing (short films,	
		Editing)		reels).	
Total			20		
3	CKK-	Journalism and	6	Journalistic writing,	CKK-201
	301	Digital		fact-checking, and	
		Communication		online information	
				ethics.	
	CKK-	Homiletics and	6	Sermon structure,	CKK-202
	302	Sacred Oratory		rhetoric, voice use,	
				and effective	
				preaching.	
	CKK-	Communication	4	Responsibility of the	CKK-203
	303	Ethics and Social		communicator, fake	
		Morality		news, and ethical	
				use of AI.	
	CKK-	Database and CMS	4	Use of platforms	CKK-103
	304	Management (Web		(WordPress,	
		Content		Joomla) and content	
		Management)		organization.	
Total			20		
4	CKK-	Social Media	6	Strategies for social	CKK-301
	401	Management and		networks, SEO,	
		Digital Marketing		SEM, and audience	
				analytics.	
	CKK-	Theological and	6	Christian view of the	CKK-202
	402	Missionary		human being,	
		Anthropology		culture, and	
				evangelization.	
	CKK-	Crisis	4	Protocols for crises,	CKK-301
	403	Communication		press management,	-
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		and Media		and ecclesial	
		Training		spokesperson	
				training.	
	CKK-	General Elective I	4	Elective course in	According to
	404			humanities or social	
				sciences.	
Total			20	Bereinees.	
5	CKK-	Design of	6	Creation of	CKK-401
3	501	Kerygmatic	0	strategies using	CIXIX-401
	301	Transmedia			
				multiple platforms	
		Campaigns		for one unified	
			_	message.	
	CKK-		6		CKK-402
	502	Communication		communication in	
		and Digital		pastoral life: liturgy,	
		Evangelization		catechesis, charity.	
	CKK-	Screenwriting and	4	Advanced script	CKK-204
	503	Documentary		development for	
		Production		long formats (film,	
		Workshop		series).	
	CKK-	Media Training	4	Practical experience	CKK-302
	504	and Oratory	'	in debates,	CIGIC 502
	304	Practice II		interviews, and	
				-	
Total		(Supervised)	20	news presentation.	
Total	CIVIV	D 1		C <sub>4</sub> 1 1 1	CIZIZ 401
6	CKK-	Research	6	Study design,	CKK-401
	601	Methodology in		audience analysis,	
		Communication		and impact	
		and Media		assessment.	
	CKK-	Social Doctrine of	6	The Church's Social	CKK-402
	602	the Church and		Doctrine as content	
		Communication		to promote social	
		for Development		justice through	
				media.	
	CKK-	Leadership and	4	Administration of	CKK-501
	603	Management of		budgets, teams, and	-
		Ecclesial and		projects in the faith-	
		Nonprofit Media		based sector.	
	CKK-	Content	4		CKK-504
			4		UKK-304
	604	Production		advanced content	
		Practice II		portfolio for a real	
		(Intensive)		mission.	







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Total			20		
7	CKK- 701	Communication Strategies for Ecumenical Dialogue	6	Use of media for unity, interreligious relations, and global communication.	CKK-502
	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- 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- 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 P.O. Box 16088, Houston Tx 77222 (correspondence), and 627 Rocky Mountain Dr., Houston, TX 77037 contacto@uca-virtual.us



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.