
Certificate in Spanish Language Media

The Certificate is a 15 hour program designed to provide the student with a basic understanding of Spanish History, culture, politics, language and media. Students earn the Certificate in addition to their degree in Radio, Television and Film or Electronic News at UNT.



Scholarships

Deadline—March 8, 2010

The Center for Spanish Language Media awards scholarships of up to \$1000 for each eligible student pursuing the Certificate in Spanish Language Media at the University of North Texas. Visit our website for details.

www.spanishmedia.unt.edu
940-565-2756

Center for Spanish Language Media

Uruguayan Media and the Challenge of Digitalization

Dr. Eileen Hudson
Universidad de Montevideo
Montevideo, Uruguay

Thursday, September 17, 2009
Place: RTFP 184, Time: 4:00 PM



Upcoming Center Events

These events require registration via our website

www.spanishmedia.unt.edu

2009

Social Media Marketing- *Learn to use social technology to grow your business.* **September 23, 2009**

Marketing to the Hispanic Consumer - *An overview of the basic marketing principles involved in reaching Hispanics.* **October 1, 2009**

Media Advertising Sales - *A one-day workshop on sales techniques for electronic media advertising.* **October 13, 2009**

Basic video production - *A workshop on the professional use of video-photography.* **October 14, 2009**

Business Planning and Strategies for Filmmakers - *A workshop for independent filmmakers to learn business and career strategies.* **October 28, 2009**

Business Plan Writing for Emerging Entrepreneurs- *Turning your vision into reality.* **November 14, 2009**

2010

Media Sales Institute - *An intense ten-day workshop designed to introduce graduating seniors to the nuts and bolts of media sales as a career* **May 2010**

Spanish Language Media Conference - *November 11-13, 2010*



Dr. Eileen Hudson

Dr. Eileen Hudson earned her PhD from the University of Navarra, Spain. She is a native of Chile but grew up in Uruguay. While she was doing her undergraduate studies, she began working with Ogilvy. Dr. Hudson started her journalistic career with El Observador, where she worked for 8 years. After completing her PhD in Spain she returned to Montevideo as the first dean of the Communication School of University of Montevideo.

Dr. Hudson has done research in media economics, communication, and fashion and advertising. She has presented her work in Germany, Sweden and Argentina. She is also the author of a chapter in the *Handbook of Spanish Language Media*.

For more information about all events visit our website at www.spanishmedia.unt.edu