



Universidad<sup>®</sup>  
Católica  
de Manizales

VIGILADA MINEDUCACIÓN

Acreditación de  
Alta Calidad  
en el camino de la excelencia

Res. 013600 - 09 dic.2019- vig. 4 años

Becas

UCMglobal

## I Call for Advertising Creative Incubator students 2021-2022

### UCM-FIU International Project: "Designing Alternative and Digital Strategies to build U.S.-Colombia Multidisciplinary Intercultural Identities"



Universidad Católica de Manizales and Florida International University (USA) have been awarded an international Project on Creative and Cultural Industries with the following benefits for students:

- Mobility for 5 UCM students to Miami, USA, during the term June-July 2022 for UCM-FIU Creative Bootcamp (2 weeks in Manizales – 3 weeks in Miami), with air tickets, room and board.
- Global Learning Experience with Florida International University Students.
- Graduation Capstone Project Requirement.
- Creative International Co-working.
- Developing capacities for a global performance.

### Profile of student candidates

- Advertising students enrolled in 6th semester or above.
- B1/B2 level of English.
- GPA of 4.0/ 5.0 or above preferred.
- Disposition to take elective credit courses in International co-working I and II.
- Commitment to join the Creative Incubator during the length of the Project.
- Capstone Graduation Project Requirement pending.
- Skills in design or audiovisual production, Creative copy writing or digital content creation.
- Willingness to work in teams.
- Course of Global and Intercultural Communication will be a plus.

### Selection Process

- 20%: Verification of requirements of student profiles.
- 20%: Student résumé with Creative Book (Design, Audiovisual Production, Creative Copy writing, or Digital Content).
- 20%: Letter of Motivation to participate in the Project.
- 40%: Interview in English and Spanish.

### Important Dates

- **Call for applicants:** June 23 to July 16, 2021.
- **Interviews:** July 21-22-23, 2021.
- **Evaluation and Selection of Students:** July 28, 2021

Apply to this Project sending an email with the subject "Creative Incubator" along with your documentation to:

- [dirinternacionalizacion@ucm.edu.co](mailto:dirinternacionalizacion@ucm.edu.co)
- [jdiaz@ucm.edu.co](mailto:jdiaz@ucm.edu.co)



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