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CORREDOR MONTAÑO MATEO, OFFICIAL TRANSCRIPT, CONTINUED

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Authentication process before Notary Public 32, Carrera 13 No. 76-34, Record No. 0131 and 1715

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THE UNDERSIGNED GENERAL SECRETARY AND DIRECTOR OF ACADEMIC RECORDS AND MONITORING OF

CORPORACION UNIVERSITARIA (University Corporation) UNITEC

Recognized by Ministerio de Educacion Nacional (Ministry of National Education) pursuant to Resolution No.

1852, dated on 31-07-2002

NIT (TIN) 8605106276

Qualified Registration No. 54148

HEREBY CERTIFY

JOHN MICHAEL MANOSALVA MORALES  
NOTARIO SEGUNDO DE CHIA (E)

That the student CORREDOR MONTAÑO MATEO, holder of the Citizen Identification Card No. 1072703542 issued in Chia, completed at this Corporation the courses corresponding to semesters I-II-III-IV-V-VI-VII-VIII of the undergraduate ADVERTISING curriculum, daytime schedule, and obtained the grades listed below: --



TERM	SUBJECT	GRADE	H/Week CREDITS	OBSERVATIONS
<b>FIRST SEMESTER</b>				
20131	INTRODUCTION TO ADVERTISING	A (APPROVED)	1	REGULAR
20131	SOCIOLOGY OF COMMUNICATION	4.2 (FOUR POINT TWO)	2	REGULAR
20131	ELECTIVE COURSE	A (APPROVED)	1	REGULAR
20131	ORAL AND WRITTEN EXPRESSIONS	4.7 (FOUR POINT SEVEN)	2	REGULAR
20131	FUNDAMENTALS OF MARKETING	4.1 (FOUR POINT ONE)	3	REGULAR
20131	FUNDAMENTALS OF ADVERTISING	4.1 (FOUR POINT ONE)	3	REGULAR
20131	THEORY OF COMMUNICATION	5.0 (FIVE POINT ZERO)	2	REGULAR
20131	PRINCIPLES OF ECONOMICS	3.7 (THREE POINT SEVEN)	2	REGULAR
20131	DESIGN BASIC WORKSHOP	4.1 (FOUR POINT ONE)	2	REGULAR
	<b>AVERAGE:</b>	<b>4.25 (FOUR POINT TWO FIVE)</b>		
<b>SECOND SEMESTER</b>				
20132	VISUALIZATION	3.2 (THREE POINT TWO)	2	REGULAR
20132	MANAGEMENT PRINCIPLES	3.5 (THREE POINT FIVE)	2	REGULAR
20132	PUBLICITY WRITING	3.7 (THREE POINT SEVEN)	2	REGULAR
20132	GENERAL PSYCHOLOGY	4.3 (FOUR POINT THREE)	2	REGULAR
20132	FUNDAMENTALS OF STATISTICS	3.0 (THREE POINT ZERO)	3	REGULAR
20132	FUNDAMENTALS OF RESEARCH	3.8 (THREE POINT EIGHT)	2	REGULAR

JOHN MICHAEL MANZANILLA MORALES,  
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TERM	SUBJECT	GRADE	H/Week CREDITS	OBSERVATIONS
<b>SECOND SEMESTER</b>				
20132	SEMIOLOGY	4.4 (FOUR POINT FOUR)	3	REGULAR
20132	HISTORY OF ADVERTISING	3.3 (THREE POINT THREE)	2	REGULAR
<b>AVERAGE:</b>		<b>3.65 (THREE POINT SIX FIVE)</b>		

TERM	SUBJECT	GRADE	H/Week CREDITS	OBSERVATIONS
<b>THIRD SEMESTER</b>				
20141	THEORY OF AESTHETICS	4.5 (FOUR POINT FIVE)	2	REGULAR
20141	ADVERTISING COMMUNICATIONS	4.1 (FOUR POINT ONE)	3	REGULAR
20141	LEGISLATION RULING ADVERTISING	3.9 (THREE POINT NINE)	1	REGULAR
20141	SAMPLING TECHNIQUES	4.4 (FOUR POINT FOUR)	2	REGULAR
20132	ENGLISH I	5.0 (FIVE POINT ZERO)	2	EX CLASSIF.
20141	3D DESIGN	3.8 (THREE POINT EIGHT)	2	REGULAR
20141	CONSUMER PSYCHOLOGY	3.3 (THREE POINT THREE)	2	REGULAR
20141	CREATIVE STRATEGY	3.3 (THREE POINT THREE)	2	REGULAR
<b>AVERAGE:</b>		<b>4.05 (FOUR POINT ZERO FIVE)</b>		

TERM	SUBJECT	GRADE	H/Week CREDITS	OBSERVATIONS
<b>FOURTH SEMESTER</b>				
20141	POLITICAL CONSTITUTION	4.1 (FOUR POINT ONE)	1	REGULAR
20142	DIGITAL PHOTOGRAPHY	4.0 (FOUR POINT ZERO)	2	REGULAR
20141	IT IN ADVERTISING	3.5 (THREE POINT FIVE)	3	REGULAR
20142	BRAND DEVELOPMENT	4.5 (FOUR POINT FIVE)	2	REGULAR
20142	MARKET RESEARCH I	4.8 (FOUR POINT EIGHT)	3	REGULAR
20142	CONSUMER BEHAVIOR	4.1 (FOUR POINT ONE)	3	REGULAR



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 NOTARIO SEGUNDO DE CHIAPAS (E)

TERM	SUBJECT	GRADE	H/Week CREDITS	OBSERVATIONS
<b>FOURTH SEMESTER</b>				
20132	ENGLISH II	4.4 (FOUR POINT FOUR)	2	EX. CLASSIF.
20142	HUMAN VALUES AND LEADERSHIP	3.9 (THREE POINT NINE)	1	REGULAR
<b>AVERAGE:</b>		<b>4.17 (FOUR POINT ONE SEVEN)</b>		



**FIFTH SEMESTER**

20151	ADVERTISING TRENDS	4.0 (FOUR POINT ZERO)	2	REGULAR
20151	ALTERNATIVE MEDIA	4.2 (FOUR POINT TWO)	2	REGULAR
20151	MARKET RESEARCH II	4.4 (FOUR POINT FOUR)	2	REGULAR
20142	DIGITAL DESIGN WORKSHOP	4.6 (FOUR POINT SIX)	2	REGULAR
20151	ADVERTISING PHOTOGRAPHY WORKSHOP	4.4 (FOUR POINT FOUR)	2	REGULAR
20151	PROMOTION AND MERCHANDISING	4.5 (FOUR POINT FIVE)	3	REGULAR
20172	ENGLISH III	3.1 (THREE POINT ONE)	2	PROFICIENCY TEST
20151	INTERDISCIPLINARY ELECTIVE COURSE	4.3 (FOUR POINT THREE)	2	REGULAR
<b>AVERAGE:</b>		<b>4.20 (FOUR POINT TWO ZERO)</b>		

**SIXTH SEMESTER**

20152	PROFESSIONAL ELECTIVE COURSE II	3.4 (THREE POINT FOUR)	2	REGULAR
20181	ENGLISH IV	3.3 (THREE POINT THREE)	2	PROFICIENCY TEST
20152	ADVERTISING DESIGN	4.4 (FOUR POINT FOUR)	2	REGULAR
20152	MEDIA STRATEGIC PLANNING	4.4 (FOUR POINT FOUR)	3	REGULAR
20152	GRAPHIC WORKSHOP	4.6 (FOUR POINT SIX)	2	REGULAR
20151	CREATIVITY AND PROBLEM SOLVING	4.8 (FOUR POINT EIGHT)	2	REGULAR
20152	ADVERTISING RESEARCH	4.9 (FOUR POINT NINE)	2	REGULAR

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TERM	SUBJECT	GRADE	H/Week CREDITS	OBSERVATIONS
<b>SIXTH SEMESTER</b>				
20152	PROFESSIONAL ELECTIVE COURSE I	3.7 (THREE POINT SEVEN)	2	REGULAR
<b>AVERAGE:</b>		<b>4.20 (FOUR POINT TWO ZERO)</b>		

TERM	SUBJECT	GRADE	H/Week CREDITS	OBSERVATIONS
<b>SEVENTH SEMESTER</b>				
20182	ENGLISH V	3.2 (THREE POINT TWO)	2	PROFICIENCY TEST
20152	PROFESSIONAL ELECTIVE IV	3.9 (THREE POINT NINE)	2	REGULAR
20161	INTERNATIONAL MARKETING	3.6 (THREE POINT SIX)	3	REGULAR
20161	ADVERTISING COSTS AND BUDGETS	4.4 (FOUR POINT FOUR)	2	REGULAR
20161	MEDIA RESEARCH	3.7 (THREE POINT SEVEN)	2	REGULAR
20161	CORPORATE COMMUNICATIONS	4.1 (FOUR POINT ONE)	2	REGULAR
20161	AUDIVISUAL PRODUCTION WORKSHOP	3.9 (THREE POINT NINE)	3	REGULAR
20161	PROFESSIONAL ELECTIVE III	4.8 (FOUR POINT EIGHT)	2	REGULAR
<b>AVERAGE:</b>		<b>3.92 (THREE POINT NINE TWO)</b>		

<b>EIGHTH SEMESTER</b>				
20161	MULTIMEDIA WORKSHOP	4.5 (FOUR POINT FIVE)	2	REGULAR
20162	ADVERTISING CAMPAIGNS	3.2 (THREE POINT TWO)	3	REGULAR
20191	ENGLISH VI	3.3 (THREE POINT THREE)	2	PROFICIENCY TEST
20162	ENTREPRENEURIAL SPIRIT	4.2 (FOUR POINT TWO)	3	REGULAR
20162	IMAGE AND PUBLIC RELATIONS MANAGEMENT	4.3 (FOUR POINT THREE)	2	REGULAR
20162	ADVERTISING MANAGEMENT	3.0 (THREE POINT ZERO)	2	REGULAR
20162	PROFESSIONAL ELECTIVE V	4.1 (FOUR POINT ONE)	2	REGULAR



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TERM	SUBJECT	GRADE	H/Week CREDITS	OBSERVATIONS
<b>EIGHTH SEMESTER</b>				
20162	PROFESSIONAL ELECTIVE VI	4.7 (FOUR POINT SEVEN)	2	REGULAR
		AVERAGE: 3.88 (THREE POINT EIGHT EIGHT)		
		CUMULATIVE AVERAGE: 4.03 (FOUR POINT ZERO THREE)		



Grading scale goes from zero point zero (0.0) through five point zero (5.0). Minimum passing grade is equal or greater than 3.0 (three point zero) The present certificate is issued duly signed in Bogota, D.C., on the 8<sup>th</sup> day of November 2022.

Complete and faithful translation of the original document in Spanish, which I have at my sight and copy remains in my files for further confrontation.

*Clara Inés Páez de Peña*  
 CLARA INES PAEZ DE PEÑA  
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[mitamia@hotmail.com](mailto:mitamia@hotmail.com)

**Clara Inés Páez de Peña**  
 Traductora e Intérprete Oficial:  
 Resolución N° 2887 de 1995

JOHN MICHAEL MANOSALVA MORALES  
 NOTARIO SEGUNDO DE CHÍA (E)

**NOTARIA SEGUNDA DE CHÍA**

DILIGENCIA DE RECONOCIMIENTO

LA NOTARIA SEGUNDA DE CHÍA CERTIFIICA

Que la firma que autoriza el anterior documento guarda similitud con la que se encuentra registrada en la Notaría.

**PAEZ DE PEÑA CLARA INES**  
 Documento:  
 C.C. No. 41620661

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JOHN MICHAEL MANOSALVA MORALES  
 NOTARIO(E) SEGUNDO DE CHÍA CUNDINAMARCA

PURC.D: DANCY



LOS SUSCRITOS SECRETARIO GENERAL Y JEFE DEL DEPARTAMENTO  
 DE REGISTRO Y CONTROL ACADEMICO DE LA  
 CORPORACION UNIVERSITARIA UNITEC  
 Resolución Ministerio de Educación Nacional N. 1852 del 31-07-2002  
 NIT 8605106276

Registro Calificado No. 54148

**CERTIFICAN:**

Que el (la) estudiante **CORREDOR MONTAÑO MATEO**, identificado (a) con Cédula de Ciudadanía No. 1072703542 de CHIA, cursó en esta Corporación el (los) semestre (s) **I-II-III-IV-V-VI-VII-VIII** del programa Universitario de **PUBLICIDAD**, jornada Diurna obteniendo las siguientes calificaciones:

PERIODO	ASIGNATURA	CALIFICACIONES	I.H./CRED	OBSERVACIONES
<b>PRIMER SEMESTRE</b>				
20131	INTRODUCCIÓN A LA PROFESIÓN	A (APROBÓ)	1	NORMAL
20131	SOCIOLOGIA DE LA COMUNICACION	4.2 (CUATRO PUNTO DOS)	2	NORMAL
20131	ELECTIVA	A (APROBÓ)	1	NORMAL
20131	EXPRESION ORAL Y ESCRITA	4.7 (CUATRO PUNTO SIETE)	2	NORMAL
20131	FUNDAMENTOS DE MERCADEO	4.1 (CUATRO PUNTO UNO)	3	NORMAL
20131	FUNDAMENTOS DE PUBLICIDAD	4.1 (CUATRO PUNTO UNO)	3	NORMAL
20131	TEORIA DE LA COMUNICACION	5.0 (CINCO PUNTO CERO)	2	NORMAL
20131	PRINCIPIOS DE ECONOMIA	3.7 (TRES PUNTO SIETE)	2	NORMAL
20131	TALLER BASICO DE DISEÑO	4.1 (CUATRO PUNTO UNO)	2	NORMAL
	<b>PROMEDIO:</b>	<b>4.25 (CUATRO PUNTO DOS CINCO)</b>		
<b>SEGUNDO SEMESTRE</b>				
20132	VISUALIZACION	3.2 (TRES PUNTO DOS)	2	NORMAL
20132	PRINCIPIOS DE ADMINISTRACION	3.5 (TRES PUNTO CINCO)	2	NORMAL
20132	REDACCION PUBLICITARIA	3.7 (TRES PUNTO SIETE)	2	NORMAL
20132	PSICOLOGIA GENERAL	4.3 (CUATRO PUNTO TRES)	2	NORMAL
20132	FUNDAMENTOS DE ESTADISTICA	3.0 (TRES PUNTO CERO)	3	NORMAL
20132	FUNDAMENTOS DE INVESTIGACION	3.8 (TRES PUNTO OCHO)	2	NORMAL
20132	SEMIOTICA	4.4 (CUATRO PUNTO CUATRO)	3	NORMAL
20132	HISTORIA DE LA PUBLICIDAD	3.3 (TRES PUNTO TRES)	2	NORMAL
	<b>PROMEDIO:</b>	<b>3.65 (TRES PUNTO SEIS CINCO)</b>		
<b>TERCER SEMESTRE</b>				
20141	TEORIA ESTETICA	4.5 (CUATRO PUNTO CINCO)	2	NORMAL
20141	COMUNICACION PUBLICITARIA	4.1 (CUATRO PUNTO UNO)	3	NORMAL
20141	LEGISLACION PUBLICITARIA	3.9 (TRES PUNTO NUEVE)	1	NORMAL
20141	TECNICAS DE MUESTREO	4.4 (CUATRO PUNTO CUATRO)	2	NORMAL
20132	INGLES I	5.0 (CINCO PUNTO CERO)	2	EX. CLASIFICAC
20141	DISEÑO TRIDIMENSIONAL	3.8 (TRES PUNTO OCHO)	2	NORMAL
20141	PSICOLOGIA DEL CONSUMIDOR	3.3 (TRES PUNTO TRES)	2	NORMAL
20141	ESTRATEGIA CREATIVA	3.3 (TRES PUNTO TRES)	2	NORMAL
	<b>PROMEDIO:</b>	<b>4.05 (CUATRO PUNTO CERO CINCO)</b>		

Continúa...

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CONTINUACION DEL CERTIFICADO DEL ESTUDIANTE...CORREDOR MONTAÑO MATEO**CUARTO SEMESTRE**

20141 CONSTITUCIÓN POLÍTICA	4.1 (CUATRO PUNTO UNO)	1	NORMAL
20142 FOTOGRAFIA DIGITAL	4.0 (CUATRO PUNTO CERO)	2	NORMAL
20141 INFORMÁTICA PARA LA PUBLICIDAD	3.5 (TRES PUNTO CINCO)	3	NORMAL
20142 CONSTRUCCION DE MARCAS	4.5 (CUATRO PUNTO CINCO)	2	NORMAL
20142 INVESTIGACIÓN DE MERCADOS I	4.8 (CUATRO PUNTO OCHO)	3	NORMAL
20142 COMPORTAMIENTO DEL CONSUMIDOR	4.1 (CUATRO PUNTO UNO)	3	NORMAL
20132 INGLÉS II	4.4 (CUATRO PUNTO CUATRO)	2	EX. CLASIFICAC
20142 VALORES Y LIDERAZGO	3.9 (TRES PUNTO NUEVE)	1	NORMAL
<b>PROMEDIO:</b>	<b>4.17 (CUATRO PUNTO UNO SIETE)</b>		

**QUINTO SEMESTRE**

20151 TENDENCIAS PUBLICITARIAS	4.0 (CUATRO PUNTO CERO)	2	NORMAL
20151 MEDIOS ALTERNATIVOS	4.2 (CUATRO PUNTO DOS)	2	NORMAL
20151 INVESTIGACIÓN DE MERCADOS II	4.4 (CUATRO PUNTO CUATRO)	2	NORMAL
20142 TALLER DE DISEÑO DIGITAL	4.6 (CUATRO PUNTO SEIS)	2	NORMAL
20151 TALLER DE FOTOGRAFIA PUBLICITARIA	4.4 (CUATRO PUNTO CUATRO)	2	NORMAL
20151 PROMOCIÓN Y MERCHANDISING	4.5 (CUATRO PUNTO CINCO)	3	NORMAL
20172 INGLÉS III	3.1 (TRES PUNTO UNO)	2	PRUEBA DE SUFI
20151 ELECTIVA INTERDISCIPLINARIA	4.3 (CUATRO PUNTO TRES)	2	NORMAL
<b>PROMEDIO:</b>	<b>4.20 (CUATRO PUNTO DOS CERO)</b>		

**SEXTO SEMESTRE**

20152 ELECTIVA PROFESIONAL II	3.4 (TRES PUNTO CUATRO)	2	NORMAL
20181 INGLÉS IV	3.3 (TRES PUNTO TRES)	2	PRUEBA DE SUFI
20152 DISEÑO PUBLICITARIO	4.4 (CUATRO PUNTO CUATRO)	2	NORMAL
20152 PLANEACIÓN ESTRATÉGICA DE MEDIOS	4.4 (CUATRO PUNTO CUATRO)	3	NORMAL
20152 TALLER GRÁFICO	4.6 (CUATRO PUNTO SEIS)	2	NORMAL
20151 CREATIVIDAD Y SOLUCIÓN DE PROBLEMAS	4.8 (CUATRO PUNTO OCHO)	2	NORMAL
20152 INVESTIGACIÓN PUBLICITARIA	4.9 (CUATRO PUNTO NUEVE)	2	NORMAL
20152 ELECTIVA PROFESIONAL I	3.7 (TRES PUNTO SIETE)	2	NORMAL
<b>PROMEDIO:</b>	<b>4.20 (CUATRO PUNTO DOS CERO)</b>		

**SEPTIMO SEMESTRE**

20182 INGLÉS V	3.2 (TRES PUNTO DOS)	2	PRUEBA DE SUFI
20152 ELECTIVA PROFESIONAL IV	3.9 (TRES PUNTO NUEVE)	2	NORMAL
20161 MERCADERO INTERNACIONAL	3.6 (TRES PUNTO SEIS)	3	NORMAL
20161 COSTOS Y PRESUPUESTOS EN PUBLICIDAD	4.4 (CUATRO PUNTO CUATRO)	2	NORMAL
20161 INVESTIGACION DE MEDIOS	3.7 (TRES PUNTO SIETE)	2	NORMAL
20161 COMUNICACION CORPORATIVA	4.1 (CUATRO PUNTO UNO)	2	NORMAL
20161 TALLER DE PRODUCCION AUDIOVISUAL	3.9 (TRES PUNTO NUEVE)	3	NORMAL
20161 ELECTIVA PROFESIONAL III	4.8 (CUATRO PUNTO OCHO)	2	NORMAL
<b>PROMEDIO:</b>	<b>3.92 (TRES PUNTO NUEVE DOS)</b>		

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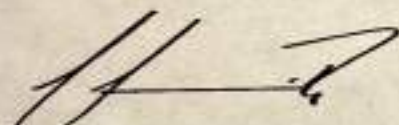


CONTINUACION DEL CERTIFICADO DEL ESTUDIANTE... COORDONADOR MONTAÑO MATEO

**OCTAVO SEMESTRE**

20161 TALLER DE MULTIMEDIA	4.5 (CUATRO PUNTO CINCO)	2	NORMAL
20162 CAMPAÑAS PUBLICITARIAS	3.2 (TRES PUNTO DOS)	3	NORMAL
20191 INGLES VI	3.3 (TRES PUNTO TRES)	2	NORMAL
20162 ESPIRITU EMPRENDEDOR	4.2 (CUATRO PUNTO DOS)	3	NORMAL
20162 GESTION DE IMAGEN Y RELACIONES PUBLICAS	4.3 (CUATRO PUNTO TRES)	2	NORMAL
20162 GERENCIA DE PUBLICIDAD	3.0 (TRES PUNTO CERO)	2	NORMAL
20162 ELECTIVA PROFESIONAL V	4.1 (CUATRO PUNTO UNO)	2	NORMAL
20162 ELECTIVA PROFESIONAL VI	4.7 (CUATRO PUNTO SIETE)	2	NORMAL
PROMEDIO:	3.88 (TRES PUNTO OCHO OCHO)		
ACUMULADO:	4.03 (CUATRO PUNTO CERO TRES)		

El rango de calificaciones es de 0.0 (cero punto cero) a 5.0 (cinco punto cero). Se aprueba la asignatura con una nota igual o superior a 3.0 (tres punto cero). Se expide este Certificado en Bogotá D.C. el 8 de noviembre de 2022, debidamente firmado.



**GONZALO MURCIA RIOS**  
Secretario General



**CLAUDIA PATRICIA MUNAR ROMERO**  
Jefe de Departamento de Registro  
Y Control Académico

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