

GAIAS

EUROPA

by  UFRJ

Study Abroad
Program

MINOR STORYTELLING & DIGITAL CONTENT CREATION



ABOUT UNIVERSIDAD SAN FRANCISCO DE QUITO

The Universidad San Francisco de Quito (USFQ) is a private, non-profit institution of higher education located in Quito. It is considered the number 1 university in Ecuador according to some rankings such as QS or Times Higher Education.

History and foundation:

Founded on September 1, 1988, USFQ has stood out for its focus on Liberal Arts, which implies that it offers a comprehensive education, that fosters the critical thinking, creativity, and multidisciplinary training following the educational model of some of the most prestigious universities in the United States.

Mission and values:

USFQ's mission is to offer a high quality education that promotes the integral development of its students, training them not only in their specific fields of study, but also as global citizens with a strong sense of ethics and social responsibility.

Academic fields:

USFQ offers a wide range of undergraduate and graduate programs in different fields, including:

- Engineering
- Business Administration and Economics
- Natural and Environmental Sciences
- Health Sciences
- Arts and Humanities
- Social Sciences

Research and transfer:

USFQ is recognized for its strong emphasis on biodiversity and sustainability research. The university has developed different research centers, including the Galapagos Science Center and Tiputini Research Station in the Amazon, which allows students and faculty to participate in cutting-edge research programs.



56
undergraduate
degrees



+10.000
students



+30.000
alumni



+800
professors



+150
international teachers
from 32 different
countries



+500
administration and
personnel services



+7.500
scientific contribution



+200
agreements with
universities around
the world



Scientific Station in
Galapagos



Scientific Station in
the Amazon



Best university in the
country according to
Times Higher
Education



+1.000
international students
per year

ABOUT GAIAS EUROPA



WHAT DOES GAIAS EUROPA REPRESENT?

GAIAS Europa - Global Academic Institute for the Arts and Sciences and Sciences, was founded in 2023 in Valencia, Spain, as a reference center based on transfer of knowledge through education, business education, business relations and research.



GAIAS Europa is the academic HUB of the Universidad San Francisco de Quito in Valencia. It represents a knowledge transfer bridge between Europe, Latin America, and the US.

GAIAS Europa focuses on the development of projects based on:

Higher education:

- Development of academic programs for national and international students in collaboration with local universities, contributing to their internationalization.

Innovation and entrepreneurship:

- Development of projects with companies in Latin America and the United States linked to the business network of the Valencian Community.
- Support for strengthening the resources and capabilities of companies to improve their competitiveness through innovation.

Technology and sustainability:

- Development of sustainability-based projects with universities and research centers in Europe.

OUR MODEL BASED ON EXPERIENCES



+7

Nationalities in GAIAS Europa community



+650

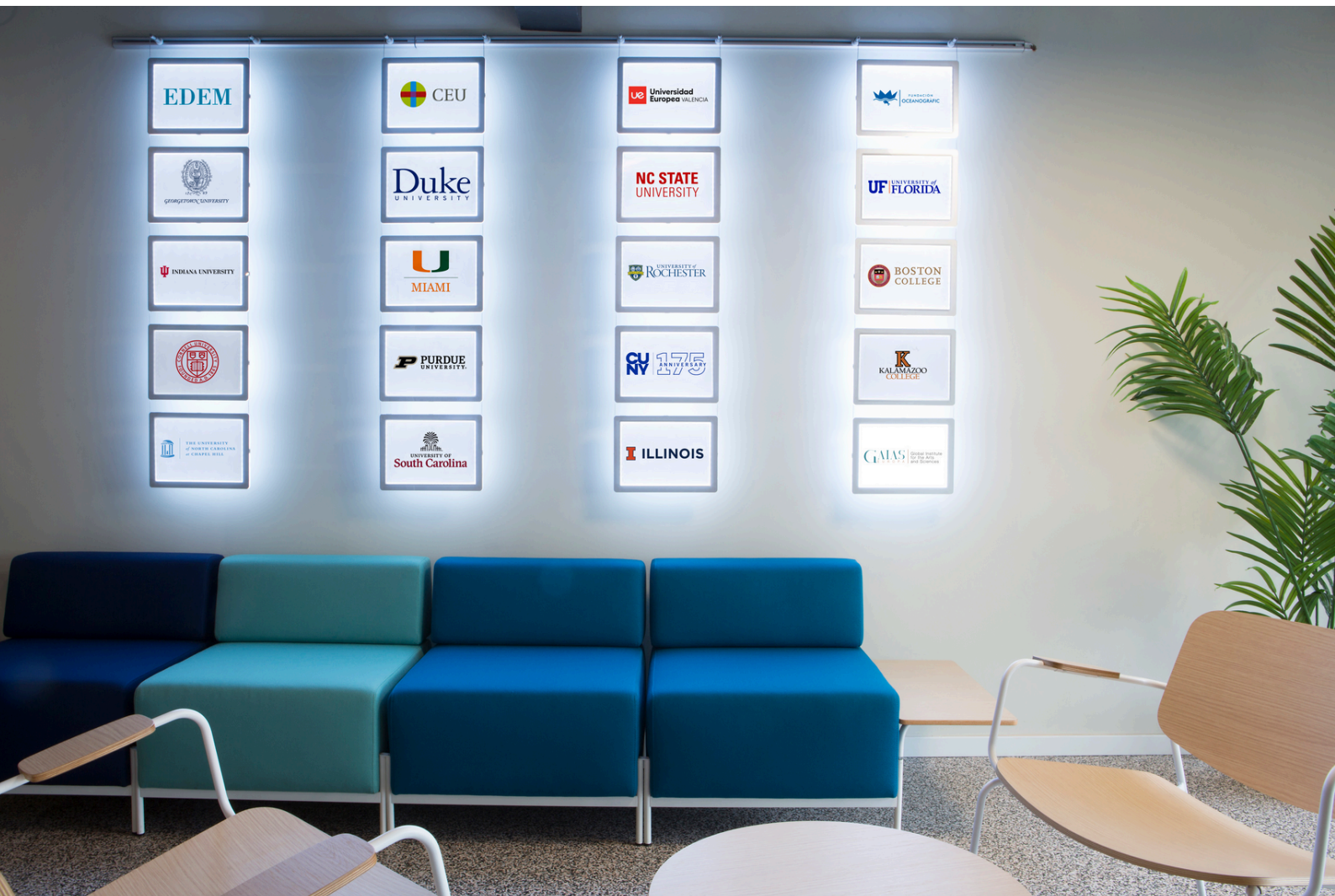
Students have lived the GAIAS Europa experience



Various integration and recreation activities

SOME OF OUR GLOBAL STRATEGIC ALLIES

The Universidad San Francisco de Quito has collaboration agreements with more than 200 universities worldwide.



Every year, the USFQ receives around 1000 international students at its campuses in Ecuador, most of them coming from North American and European universities.

DISCOVER VALENCIA!



WHY VALENCIA?

Studying a GAIAS Europa program in Valencia offers a unique and enriching experience that goes beyond academics. Choosing this city as a destination not only guarantees a quality education, but also an opportunity for personal development in a multicultural environment full of possibilities.

- **Privileged location:**

Valencia is a vibrant city with a Mediterranean climate, beaches, and a rich cultural history that provides an ideal environment to live and study.

- **Multicultural environment:**

Studying at GAIAS Europa offers an international experience with students from all over the world, promoting cultural exchange and global connections.

- **Academic Excellence:**

Our programs are designed with an innovative and practical approach, with access to an expert faculty and high-quality academic resources.

- **Networking opportunities:**

Located in one of the most important cities in Spain, GAIAS Europa provides students with access to professional networks and career opportunities both locally and internationally.

- **Student support:**

We offer a strong focus on student welfare, with academic and personal support services that ensure a complete and rewarding educational experience.

STUDENT SERVICES

GAIAS Europa has a dedicated department focused on supporting students. The Student Services team offers cultural, social, emotional and administrative support promoting the well-being of our student community.

Our GAIAS team is committed to assisting international students, ensuring that their adaptation process is smooth and welcoming by providing support before, during and after the program.

We daily promote our values of Freedom, Truth, Goodness and Beauty with our community.





MEET OUR TEAM

At GAIAS Europa we carefully select our national and international tutors and teachers ensuring the best international experience both academically and culturally.

Rafael Jordà



GAIAS Europa Director

Andrea Peñaherrera



Academic and Student Services Director

Marta Mayordomo



Academic Programs Specialist

Elena Martínez



Student Services

Estefanía Guerrero



GAIAS Europa team - Quito

Camila Estrella



GAIAS Europa team - Quito

MINOR IN STORYTELLING & DIGITAL CONTENT CREATION



MINOR IN STORYTELLING & DIGITAL CONTENT CREATION

PROGRAM INFORMATION

This Minor is designed for students of any discipline who wish to master the art of storytelling in different formats and platforms. Through courses in storytelling, digital content, digital marketing, team leadership, and internet, culture and society, students will learn to develop engaging narratives, optimize the distribution of their content and sell ideas, projects or even their own personal brand as future professionals.



CONTENTS

This program combines creativity, strategy and digital tools to enhance communication in competitive environments.

Upon completion, students will have technical and narrative skills and strategies to position themselves in the labor market and lead creative teams.

WHO IS THIS PROGRAM AIMED AT?

It is aimed at those seeking to excel in the digital world, whether in entrepreneurship, social media, advertising, media or any industry where storytelling and branding are essential.

Live the best academic experience as well as a personal adventure that will transform you for life.

Valencia is the ideal destination to study, grow and enjoy!





MINOR STORYTELLING & DIGITAL CONTENT CREATION

The minor in Storytelling and Digital Content Generation, offered by the **College of Communication and Contemporary Arts (COCOA)**, is designed to provide students with comprehensive training in the art of creating, structuring and distributing powerful narratives across multiple platforms.

Upon completion of this minor, students will not only be able to tell stories that connect and sell, but will be prepared to position themselves in the job market as strategic content creators.

What classes can you take?

ECTS	CLASSES	CODE
3	STORYTELLING	CIN 2080
3	DIGITAL CONTENT CREATION	CIN 2081
3	EMERGING TRENDS	COM 3080
3	APPLIED DIGITAL MARKETING	MAK 3090
3	TEAM LEADERSHIP	ADM 3090

Classes will open with a minimum of 15 and a maximum of 20 students.

Places will be assigned according to the order of application and payments made until the quota is filled.

WATER SPORTS

Additionally, if you want to live a unique experience you can learn and practice water sports in the Mediterranean. For an additional cost, the value includes all material and equipment rental for paddle surfing, surfing, windsurfing and other water activities with accredited instructors. This credit does not have access to scholarships or financial assistance.





STEPS TO APPLY TO THE PROGRAM

- 1 Be admitted and enrolled at USFQ. Have a GPA of at least 3.00/4.00.
- 2 Complete the registration process for the program at GAIAS Europe.
- 3 Check the value of the program.
- 4 Once accepted, arrange the necessary documentation for travel and visa application.
- 5 Enjoy a unique academic experience in Europe.

ADVANTAGES OF THE VALENCIA STUDY ABROAD PROGRAM



Know the world



Internacional Experience



Open your mind



Independence

ACTIVITIES



Valencia City Tour



Museum



Oceanogràfic

IMPORTANT

Make the registration payment to reserve your place.

Check the application deadlines with GAIAS Europa.

To apply for the program you must have a type D study visa.

If a group does not open, 100% of the reservation fee will be refunded.

Visit our website:

www.gaiaseuropa.com

GAIAS Europa address:

[www.maps.app.goo.gl/
prkbSCGabW2fEPpG7](https://www.maps.app.goo.gl/prkbSCGabW2fEPpG7)



**See you in Valencia,
in the program that
will transform you!**



GAIAS by **USFQ**
EUROPA



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www.gaiaseuropa.com



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