Bachelor of Arts in Communications (4 Years, 240 ECTS)

A communications program combining media theory with practical skills in storytelling, strategy, and digital production, preparing graduates for careers in media, PR, and content leadership.

Program Overview

- **Award:** B.A. in Communications
- **Duration:** 8 Semesters (4 academic years)
- **Total Credits:** 240 ECTS
- **Delivery:** Lectures (L), Seminars (SE), Studios (S), Labs (P), Fieldwork (F), Internship (I)
- **Workload:** 1 ECTS ≈ 25–30 hours
- **Program Pillars:** Media Studies • Digital Storytelling • Public Relations • Journalism (Foundations) • Strategic Communication • Audience Research • Visual & Audio Production • Ethics & Media Law • Intercultural Communication
- **Signature Experiences:** client production studio, newsroom workflows, and a portfolio-focused capstone showcase.

Graduate Learning Outcomes

Graduates will be able to:

1 **Media Literacy.** Analyze media systems, messages, and audiences using theory and evidence.

2 **Storytelling.** Produce compelling stories across written, audio, video, and interactive formats.

3 **Strategic Planning.** Design communication strategies aligned to goals, audiences, and channels.

4 **Research.** Conduct audience research and evaluate campaign effectiveness with basic analytics.

5 **Production Skills.** Use professional tools and workflows for content creation and editing.

6 **Ethics & Law.** Apply ethical standards and understand legal considerations in media practice.

7 **Professional Practice.** Collaborate in teams, manage projects, and present work confidently.

8 **Public Impact.** Communicate clearly in crisis, community, and organizational contexts.

Curriculum Structure

Structured across 8 semesters (30 ECTS each). Most courses are 6 ECTS unless otherwise noted.

Year 1

Semester 1 (30 ECTS)	• Introduction to Communication - 6 ECTS • Writing for Media I - 6 ECTS • Media & Society - 6 ECTS • Digital Literacy Studio - 6 ECTS • Presentation & Speaking Skills - 6 ECTS
Semester 2 (30 ECTS)	• Writing for Media II - 6 ECTS • Visual Communication Fundamentals - 6 ECTS • Audio Production (Intro) - 6 ECTS • Communication Research Methods (Intro) - 6 ECTS • Media Ethics & Safety - 6 ECTS

Year 2

Semester 3 (30 ECTS)	• Public Relations Principles - 6 ECTS • Journalism Foundations - 6 ECTS • Video Production I - 6 ECTS • Audience Research & Insights - 6 ECTS • Technical Elective I - 6 ECTS
Semester 4 (30 ECTS)	• Strategic Communication - 6 ECTS • Media Law (Intro) - 6 ECTS • Content Strategy & Editorial Planning - 6 ECTS • Video Production II (Storytelling) - 6 ECTS • Technical Elective II - 6 ECTS

Year 3

Semester 5 (30 ECTS)	• Digital Campaigns & Social Media - 6 ECTS • Crisis Communication - 6 ECTS • Data & Analytics for Communicators - 6 ECTS • Creative Studio (Brand Storytelling) - 6 ECTS • Technical Elective III - 6 ECTS

Semester 6 (30 ECTS)   • Intercultural Communication - 6 ECTS
• Media Production Studio (Client Project) - 6 ECTS
• Podcasting & Audio Narrative - 6 ECTS
• Technical Elective IV - 6 ECTS
• Industry Internship - 6 ECTS

Curriculum Structure

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Year 4

Semester 7 (30 ECTS)	• Advanced Communication Theory - 6 ECTS • Strategic PR & Reputation - 6 ECTS • Research & Evaluation Studio - 6 ECTS • Technical Elective V - 6 ECTS • Capstone I (Brief & Production Plan) - 6 ECTS
Semester 8 (30 ECTS)	• Capstone II (Campaign/Documentary & Showcase) - 12 ECTS • Leadership in Creative Teams - 6 ECTS • Professional Portfolio Workshop - 6 ECTS • Final Presentation & Reflection - 6 ECTS

Technical Elective Tracks

Choose at least 5 electives; focus on one track for specialization.

Track A — Public Relations & Branding

- Brand Strategy
- Media Relations
- Influencer Strategy
- Corporate Communication

Track B — Journalism & Documentary

- Investigative Reporting
- Documentary Storytelling
- Feature Writing
- Fact-Checking Lab

Track C — Digital Content & Social

- Platform Strategy
- Community Management

- Short-Form Video

- Creator Economy

Track D — Media Research & Analytics

- Survey Design

- Content Analysis

- Audience Measurement

- Digital Experiments

Studios & Facilities

Media Production Studios

Audio booths and video studios with lighting, cameras, and editing suites.

Newsroom & Collaboration Space

Workspace for editorial planning, writing, and rapid publishing workflows.

Equipment Checkout

Cameras, microphones, tripods, and mobile kits for field production.

Campaign Studio

Client project space for strategy development, creative iteration, and performance review.

Capstone Project Examples

- **Public Awareness Campaign**
  Design and deliver a multi-channel campaign with evaluation and reporting.

- **Short Documentary Film**
  Produce a documentary from research and interviews to final cut and screening.

- **Crisis Communication Simulation**
  Develop a crisis playbook and respond to timed scenario updates.

- **Podcast Series Launch**
  Create a branded podcast series with audience strategy and analytics plan.