

Sample Program

3442 Bachelor of International Studies (European Studies)/
Bachelor of Media (PR & Advertising)

Never Stand Still

Faculty of Arts and Social Sciences

LEVEL 1					UOC
S1	ARTS1090 Media, Culture & Everyday Life	MDIA1002 Media Industry Contexts	ARTS1780 Concepts of Europe	European Language	24
S2	ARTS1091 Media, Society, Politics	MDIA1003 Public Relations Principles	ARTS1781 Europe and the Modern World	European Language	24
LEVEL 2					UOC
S1	MDIA2006 Communication Strategies	INST1005 Key Debates in Intl Studies	European Studies Level 2	European Language	24
S2	ARTS2092 Global Media	MDIA2005 Advertising	European Studies Level 2	European Language	24
LEVEL 3					UOC
S1	Prescribed Media Elective Level 2	MDIA3000 Public Relations Discourse	MDIA3008 Crisis Communication	European Studies Level 2	24
S2	Overseas Study Program (OSP) B				24
LEVEL 4					UOC
S1	Overseas Study Program (OSP) A				24
S2	MDIA3005 Engagement	MDIA3003 Media Portfolio	INST3900 Intl Studies Advanced Seminars	European Studies Level 2 or 3	24
LEVEL 5					UOC
S1	Prescribed Media Elective Level 3	Prescribed PR & Advertising Elective	European Studies Level 3	General Education	24
S2	Prescribed Media Elective Level 3	European Studies Level 3	ARTS3782 European Studies Capstone	General Education	24