

# Three-year Bachelor of Arts Programme in Communications

## Sample Course Schedule

1st year 1st semester	Introduction to Human Communication	Introduction to Mass Communication	Introduction to Political Concepts and Theories	Critical Thinking & Academic Writing I	Introduction to Statistics
1st year 2nd semester	Introduction to Organisational Communication	Language and Communication	Introduction to Economics	Critical Thinking & Academic Writing II	Foreign language or free elective
2nd year 1st semester	Intercultural Communication	Corporate Communication and Public Relations	Print Journalism	Methods of Social Scientific Inquiry	Free or HNS elective
2nd year 2nd semester	Political Communication	Film: History, Theories, Narration and Scriptwriting	Major elective	Free or HNS elective	Free or HNS elective
3rd year 1st semester	Communication Theories	E-Government and ICT Policies	Major elective	Free or HNS elective	Free or HNS elective
3rd year 2nd semester	Communications Capstone Course	Marketing Communication and Advertising	Major elective	Major elective	Free or HNS elective

### DEGREE REQUIREMENTS (180 ECTS)

#### CORE COURSES (60 ECTS)

Critical Thinking and Academic Writing I  
 Critical Thinking and Academic Writing II  
 Foreign Language  
 Introduction to Statistics  
 Three humanities and natural sciences electives, of which at least one must be in the humanities and one in the natural sciences  
 Three free electives

#### MAJOR REQUIREMENTS (96 ECTS)

Introduction to Human Communication  
 Introduction to Mass Communication  
 Introduction to Organisational Communication  
 Language and Communication  
 Print Journalism  
 Introduction to Economics  
 Introduction to Political Concepts and Theories  
 Methods of Social Scientific Inquiry  
 Film: History, Theories, Narration and Scriptwriting  
 Corporate Communication & Public Relations  
 Political Communication  
 Intercultural Communication  
 Communication Theories  
 E-Government and ICT Policies  
 Marketing Communication and Advertising  
 Communications Capstone Course

ECTS = European Credit Transfer System

#### MAJOR ELECTIVES (24 ECTS)

Students choose four out of the list of courses below. Through the choice of major electives, students can do a concentration, which is defined as at least 24 ECTS (4 courses) in a discipline related to the major.

Broadcast Journalism  
 Scriptwriting for Radio and Television  
 Stylistics  
 Business Writing  
 Media Management  
 Cultural Studies and Cross-Cultural Capability  
 Rhetoric  
 International Communication  
 European Media Governance  
 Lobbying in the EU  
 International Reporting in Brussels  
 International Journalism  
 Selected Topics in Communications  
 Internship

Note: Some courses from the International Affairs and Business programmes may also be chosen as major electives.

#### POSSIBLE CONCENTRATIONS

Business Communication  
 European Communications Studies  
 Journalism and Scriptwriting  
 Political Communication