



INTERNATIONAL  
UNIVERSITY OF SARAJEVO

FASS



Bachelor of Arts (B.A.) in  
**MEDIA AND  
COMMUNICATION**

Info Catalogue

Academic Year 2025-2026

# ABOUT THE MEDIA AND COMMUNICATION STUDY PROGRAM

The Media and Communication (MAC) program at the International University of Sarajevo (IUS) is designed for students eager to explore how ideas, stories, and visuals shape communication. It prepares graduates to become **thoughtful media professionals, critical thinkers, strategists, and creative storytellers** capable of navigating today's dynamic communication landscape.

The program blends theory and practice across media, culture, and technology. Students develop a strong foundation in communication theory, journalism, visual storytelling, and digital production, while learning to analyze, create, and lead within an ever-changing media ecosystem. Through real-world projects, collaborations, and internships, they gain **hands-on experience that builds professional confidence and creativity.**



4 years, 8 semesters



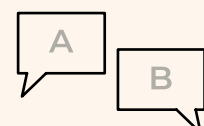
Full-time, in person



240 ETCS



Bachelor of Arts (B.A.) in  
Media and Communication



Language: English



Conducted entirely in **English** within a diverse international campus, the program encourages **cross-cultural understanding and global thinking**. Students emerge as adaptable communicators ready to work in media industries, creative agencies, NGOs, or entrepreneurial ventures that depend on strategic and ethical communication.

# VISION AND PEDAGOGICAL APPROACH

The Media and Communication program aims to develop creative, analytical, and socially responsible professionals **who understand the power of media to inform, persuade, and inspire.** The vision is to cultivate communicators who use storytelling to connect cultures, challenge ideas, and foster dialogue in a global context.



Teaching is student-centered and emphasizes creativity, critical thinking, and active learning. Classes combine theory and practice through discussions, workshops, simulations, and media production. Collaboration across disciplines, such as psychology, sociology, and design, helps students understand communication from multiple perspectives and apply it to real-world contexts.



# Study program

## EDUCATIONAL OBJECTIVES (EO)

Objectives of the Media and Communication Study Program – 1st cycle are:

<b>EO1</b>	Demonstrate proficiency in various communication modalities, including verbal, written, and visual communication, enabling them to convey messages effectively to diverse audiences across different media platforms and cultural contexts.
<b>EO2</b>	Develop advanced media literacy skills, enabling them to analyse media content critically, identify underlying messages and biases, and evaluate media sources and narratives' credibility and ethical implications.
<b>EO3</b>	Acquire expertise in digital media production, including audiovisual content creation, graphic design, web development, and multimedia storytelling, empowering them to produce engaging and innovative digital content that meets industry standards and audience expectations.
<b>EO4</b>	Cultivate cultural competence and sensitivity, enabling them to navigate cultural differences, engage with diverse audiences, and produce culturally relevant and inclusive media content that respects and reflects the perspectives and values of different cultural groups.
<b>EO5</b>	Develop strategic media planning and management skills, master the principles of audience analysis, content strategy, distribution channels, and campaign evaluation, and apply strategic communication tactics to achieve organizational objectives and effectively address societal needs.
<b>EO6</b>	Demonstrate innovative problem-solving skills and adaptability in response to evolving media landscapes and technological advancements, embracing creativity, resilience, and ethical decision making in their professional practice while contributing to positive social change and industry innovation.

# Study program

## LEARNING OUTCOMES (LO)

<b>Knowledge</b>	<b>LO1</b>	Demonstrate proficiency in various communication modalities, including verbal, written, and visual communication, enabling them to convey messages effectively to diverse audiences across different media platforms and cultural contexts.
	<b>LO2</b>	Develop advanced media literacy skills, enabling them to critically analyze media content, identify underlying messages and biases, and evaluate the credibility and ethical implications of media sources and narratives.
<b>Skills</b>	<b>LO3</b>	Acquire expertise in digital media production, including proficiency in audiovisual content creation, graphic design, web development, and multimedia storytelling, empowering them to produce engaging and innovative digital content that meets industry standards and audience expectations.
	<b>LO4</b>	Develop strategic media planning and management skills, mastering the principles of audience analysis, content strategy, distribution channels, and campaign evaluation, and applying strategic communication tactics to achieve organizational objectives and address societal needs effectively.
	<b>LO5</b>	Demonstrate innovative problem-solving skills and adaptability in response to evolving media landscapes and technological advancements, embracing creativity, resilience, and ethical decision-making in their professional practice while contributing to positive social change and industry innovation.



<b>Personal and Professional</b>	<b>LO6</b>	Cultivate cultural competence and sensitivity, enabling them to navigate cultural differences, engage with diverse audiences, and produce culturally relevant and inclusive media content that respects and reflects the perspectives and values of different cultural groups.
	<b>LO7</b>	Engage in continuous professional development by keeping up with emerging media trends, tools, and technologies while maintaining ethical standards and social responsibility.
	<b>LO8</b>	Communicate and collaborate effectively in interdisciplinary and multicultural teams, demonstrating leadership, initiative, and respect for diverse perspectives.
	<b>LO9</b>	Demonstrate a broad knowledge of contemporary issues with a special focus on sustainability, professionalism, social responsibility, ethics, conflict resolution, multicultural society, and emotional intelligence.
	<b>LO10</b>	Communicate and document effectively in written and oral English language, along with their mother tongue, and deliver their professional work using modern technical and visual means.

# PROGRAM STRUCTURE

The Media and Communication curriculum integrates academic study with hands-on experience. Students progress from foundational courses in communication and media theory to advanced studies in media production, public relations, and strategic communication.

- 1. University-Level Courses**  
General education courses that build academic and communication skills.
- 2. Foundation Courses**  
Core courses in communication theory, media studies, and visual literacy.
- 3. Specialization Courses**  
Advanced courses in journalism, digital media, advertising, and communication
- 4. Electives and Minor Options**  
Courses that allow interdisciplinary exploration in related fields.
- 5. Capstone and Internship**  
A graduation project and professional internship bridging academia and industry.

## Special Opportunities:



### Industry Internships

Students gain hands-on experience in creative industries



### Erasmus+ and Exchange

Study abroad opportunities to build global perspectives.



### Creative Collaborations

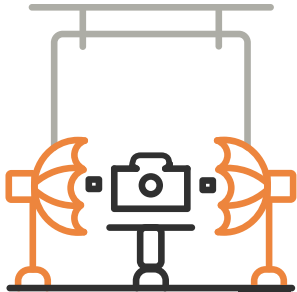
Student clubs, exhibitions, and interdisciplinary projects.



### Workshops and Guest Talks

Sessions led by professionals from the design, art, film, and communication industries.

# LABORATORY & RESEARCH FACILITIES



Students have access to modern facilities, including:

- TV and Photography Studio
- Broadcasting and Podcast Studio (BalkanNews Studio)
- Audio and Editing Room
- Design and Creative Labs
- IMAC and PC Computer Labs
- University Library with extensive media and communication resources



## ADMISSION REQUIREMENTS:

Applicants must hold a recognized high school diploma, and admission is subject to entrance evaluation as per IUS regulations. For more information, please visit [ius.edu.ba](http://ius.edu.ba).

## TEACHING AND ASSESSMENT:

Teaching combines lectures, workshops, assignments and studio practice. Assessment methods include written assignments, design projects, presentations, and exams. Continuous feedback supports students' academic and creative development.

# INDUSTRY & CAREER LINKS

Through partnerships with leading media houses, agencies, and NGOs, the MAC program connects students with the professional world. Collaborations include internships, guest lectures, and media projects with organizations such as Klix.ba, Bloomberg Adria, and Bejtović Communications, Hayat, Media centre.

Graduates are prepared for diverse roles in journalism, digital media, corporate communication, advertising, public relations, and creative industries.



## STUDENT SUPPORT

Each student is assigned an academic advisor who provides guidance throughout their studies. The IUS Support Office ensures accessibility and inclusion for students with disabilities. Mentorship, counselling, and peer support contribute to a positive learning experience.



### STUDENTS WITH DISABILITIES

IUS supports students with disabilities through its Support Office, whose aim is to foster an inclusive environment. The office provides guidance and assistance to students with disabilities and works closely with staff to ensure their full participation in university life. To further support inclusion, the university has adopted guidelines for inclusion and improved campus facilities, including Braille markings for the visually impaired.

# STUDENT VOICE MATTERS

## QUALITY ASSURANCE

At IUS, student feedback is central to quality assurance. Through semester surveys and course evaluations, students help shape teaching practices and curriculum improvements. The goal is a participatory and responsive academic environment that reflects students' needs and aspirations.



## CAREER OPPORTUNITIES AND FURTHER STUDIES

Graduates of the Media and Communication program are equipped to pursue careers such as:

- Journalist or Editor
- Public Relations Specialist
- Media Producer or Content Creator
- Communication Strategist
- Social Media Manager
- Marketing and Advertising Executive

They are also well-prepared for graduate studies in media, communication, cultural studies, or related fields.



# APPLY TODAY!

Visit [apply.ius.edu.ba](https://apply.ius.edu.ba) or  
call 00 387 957 110

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