



BA (Hons) in Communication and Media of the University of Bolton - Greater Manchester responds successfully to all the challenges of a dynamic, multifaceted and rapidly evolving work environment such as:

1. Digital Transformation

- **Digital and Social Media Dominance:** Traditional media has seen a significant shift towards digital platforms. Social media, blogging, vlogging, and podcasting are prevalent, offering numerous opportunities for content creation and digital marketing.

2. Diverse Career Opportunities

- **Variety of Roles:** Graduates can pursue careers in journalism, public relations, marketing, advertising, corporate communications, content creation, social media management, and more.

3. Interdisciplinary Skills

- **Hybrid Roles:** Employers are looking for candidates who possess a mix of skills, such as combining communication expertise with technical know-how (e.g., multimedia production, graphic design).
- **Soft Skills Importance:** Strong interpersonal, storytelling, and critical thinking skills are highly valued alongside technical abilities.

4. Global and Cultural Awareness

- **Cross-Cultural Communication:** As businesses operate on a global scale, the ability to communicate effectively across cultures is crucial.

5. Sustainability and Social Responsibility

- **Corporate Social Responsibility (CSR):** Companies are increasingly focused on sustainability and social responsibility, looking for communication professionals who can effectively promote these initiatives.

6. Networking and Professional Development

- **Industry Networks:** Building a strong professional network is crucial, with internships, industry conferences, and professional organizations offering valuable opportunities for growth and employment.
- **Lifelong Learning:** Continuous learning and upskilling through workshops, online courses, and certifications remain important due to the fast-paced nature of the industry.



why to choose this programme

Highly qualified,
experienced and supportive
instructors

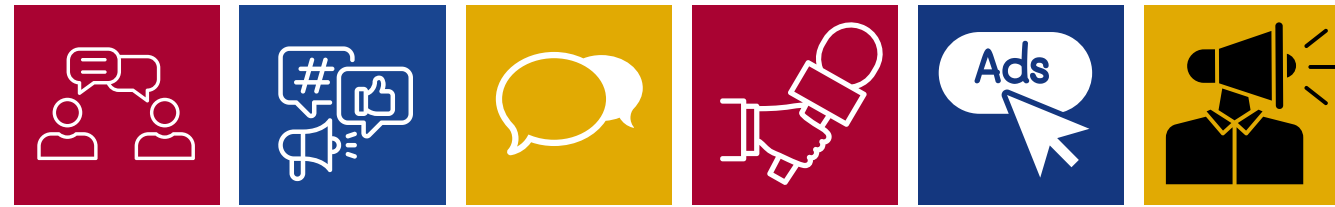
Comprehensive Curriculum
Gain a solid foundation in communication
and media through diverse subjects,
ensuring a well-rounded education.

Career Versatility
Develop skills that are essential and
transferable across all sectors, increasing
your employability.

Evaluation
through practical assignments designed
to help you build a comprehensive
personal portfolio.

Program Flexibility
with full-time or part-time studies

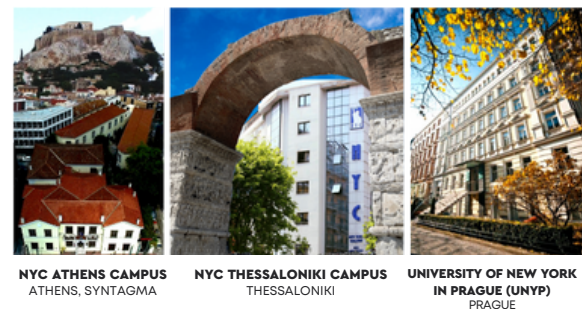
Specialization Options
Tailor your degree with focused expertise in
Journalism and New Media or Public Relations
and Advertising.



“ Graduates of our BA in Communication and Media are well-equipped for diverse and dynamic careers. With expertise in areas such as journalism, new media, public relations, and advertising, you can pursue roles like media strategist, Journalist, content creator, public relations specialist, social media manager, and many more. Our program ensures you have the skills to thrive in various industries, driving innovation and communication excellence.



Apply Now!
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NEW YORK COLLEGE
THE INTERNATIONAL COLLEGE OF GREECE
The LEADING College
of University Studies in Greece:
The ONLY Greek College with expertise in founding and
operating Private Universities in Europe!

BA (Hons) Communication and Media



Unlock the Power of Effective Communication



NEW YORK COLLEGE
THE INTERNATIONAL COLLEGE OF GREECE

Media shapes our understanding and experience of the world, making skilled communicators vital across all sectors. The BA (Hons) in Communication and Media by the University of Bolton- Greater Manchester, offers a dynamic and interdisciplinary program designed to explore media's potential to positively impact individuals and society.

In the initial years, students gain foundational knowledge and skills across diverse subjects in communication and media. As they progress, they can specialize in one of the following areas:

- **Journalism and New Media**
- **Public Relations and Advertising**

CRAFTING TOMORROW'S MEDIA LEADERS



Graduates of the BA (Hons) in Communication and Media emerge with a robust set of employability skills tailored to the dynamic fields of Journalism, New Media, Public Relations, and Advertising.

They excel in critical thinking and possess exceptional writing and storytelling abilities, essential for crafting compelling narratives across various platforms.

Proficient in digital media tools and technologies, they are adept at creating and managing content for diverse audiences.

Their strong understanding of media ethics and laws ensures responsible journalism and strategic communication.

With expertise in audience analysis, media planning, and campaign management, they are well-equipped to drive successful public relations and advertising initiatives, making them valuable assets in any media-related profession.

Programme Duration

Program Flexibility
with full-time or part-time
studies

Full time 3 years
4 years with Foundation Year

Part Time Studies
4-5 years usually

CURRICULUM

Level 3 (Year 0)

- Academic Language and Skills 1&2
- Evolution of Mass Media
- Fundamentals of Human Communication
- Foundations of Public Relations
- Foundations of Journalism

Level 4 (Year 1)

- Media and Communication Theory
- Media History
- Professional and Academic Skills Development
- Social Psychology of Communication
- Sociology of Communication
- Information Technology and Digital Skills

Level 5 (Year 2)

- Modules for all students:**
- Media Economics and Management
 - Public Speaking and Presenting
 - Political Communication
 - Advertising
 - Biopsychology

Modules for "Journalism and New Media" specialisation: Journalism

Modules for "Public Relations and Advertising" specialisation: Advertising

Level 6 (Year 3)

- Modules for all students:**
- Media Ethics and Law
 - Dissertation / Project
 - Popular Culture in the Digital Era (Option)
 - Digital Storytelling and Content Creation (Option)
 - Work-based learning (Option)

Modules for "Journalism and New Media" specialisation:

- Digital Journalism (Option)
- News writing and reporting (Option)
- Politics, European and International Journalism (Option)

Modules for "Public Relations and Advertising" specialisation:

- Digital and Social Media Marketing (Option)
- Organisational and Interpersonal Communication (Option)
- Crisis communication (Option)

Note: At Level 6 (Year 3), students need to choose three of the available options.

University of Bolton Greater Manchester

IN THE 30 BEST UNIVERSITIES IN THE UK!
(Guardian 2024)

The state UNIVERSITY OF BOLTON is located in the Greater Manchester area of England with a history dating back to 1824. According to the Guardian (Best UK Universities 2024 – rankings), to UNIVERSITY OF BOLTON is ranked among the 30 best universities in the UK. Recently, the BBC highlighted the UNIVERSITY OF BOLTON as a model for UK Universities, regarding its operating standards for student safety from the Covid-19 pandemic and the UK Education Secretary Michelle Donelan, from the floor of the House of Commons, referred to the "amazing work the University is doing".

New York College has a franchise agreement under the Greek Ministry of Education legislation and the degree you will receive at the end of your studies is awarded by the University itself.

The program has been approved by the UNIVERSITY OF BOLTON, UK and is in the final stage of formal licensing procedures by the relevant authorities.

**Greater Manchester's No.1
University for Student Satisfaction
for the last 6 years**

