

UNDERGRADUATE

Bachelor of Media Studies (BMS)



The Bachelor of Media Studies (BMS) blends hands-on practice, theory and research methodology to prepare students for today's knowledge economy, as specialists in the digital arts and digital industries.

Through a rigorous academic and technical program, students gain skills in applied creativity, design, research, and the understanding and application of media in society.

Types of Roles

Marketing & Communications

Social Media Management

Public Relations

Media Monitoring & Planning

Photography & Film Production

Technical Writing

Digital Art & Design

Information Policy Analysis

Market Research & Analysis

Copywriting & Editing

Visual Brand Design

Communications Strategy

Students are available year-round for 4 or 8 month work terms beginning in January, May, and September.

Core Courses

BMS students engage in focused and professionally-oriented studies, with access to studio courses otherwise reserved for majors in other programs and to curriculum previously available only to graduate students.

The BMS program features a unique core curriculum that crosses eight different disciplines:

Information Studies

Film Studies and Film Production

Creative Writing

Journalism

Art History and Visual Art

English Language and Literatures

Computer Science

Media Theory

Areas of Expertise

With hands-on experience and a broad range of knowledge, students are trained in:

Creative design and writing in digital media

Media resources and strategic management

Information visualization and visual arts

Fundamentals in computer programming and interface design

Social media strategy and analytics

Media theory and application to society and business

Digital technologies for art, film, and media production



THE UNIVERSITY OF BRITISH COLUMBIA

Arts Co-op Program