

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, equipping them with practical skills, critical perspectives, and research methods that can be applied across media and creative industries.

The BMS program features a unique core curriculum that are foundational to media theory and practice:

Information Studies

Creative Writing

Art History

Film Studies

Journalism

English

German 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

Information visualization and visual arts

Social media strategy and analytics

Digital technologies for art,
film, and media production

Collaborative media production

Interactive storytelling

Media theory and application
to society and business



THE UNIVERSITY OF BRITISH COLUMBIA

Arts Co-op Program