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