International University of Sarajevo (IUS), Faculty of Arts and Social Sciences (FASS)					
First Cycle Curriculum - Media and Communication (MAC)					
AY 2024-2025					
Click on the course code or title to see the syllabus.					

Semester I							Semester II					
Code	**Title**	**Prerequisites**	**T**	**P**	**ECTS**		**Code**	**Title**	**Prerequisites**	**T**	**P**	**ECTS**
CULT101	Understanding Cultural Encounters		2	0	3		ELIT200	Critical Reading and Writing		2	1	6
ELIT100	Academic English and Effective Communication		2	1	6		ELITXXX	Nonverbal Communication		2	0	3
MAC101	Communication Theory		3	0	6		IR101	Introduction to International Relations		3	0	6
PSY103	Introduction to Psychology		2	1	6		MAC102	Introduction to Media Studies		3	0	6
VA102	Introduction to Visual Communication Design		2	1	6		SOC102	Introduction to Sociology		3	0	6
xxx	Foreign Language Elective I		0	2	3		xxx	Foreign Language Elective II		0	2	3
		Semester Total =			**30**				Semester Total =			**30**

Semester III							Semester IV					
Code	**Title**	**Prerequisites**	**T**	**P**	**ECTS**		**Code**	**Title**	**Prerequisites**	**T**	**P**	**ECTS**
ELITXXX	Rhetoric		1	2	6		ELITXXX	Audience, Language, and Thought		1	2	6
MAC201	Media Theory		3	0	6		MAC204	Radio and Television Reporting		2	1	6
MAC202	Introduction to Storytelling		2	1	6		MAC205	Internet Studies		3	0	6
MAC203	Basic Journalism		2	1	6		PSY308	Social Psychology		2	1	6
xxx	Minor Degree or Faculty Elective I				6		xxx	Minor Degree or Faculty Elective II				6
		Semester Total =			**30**				Semester Total =			**30**

Semester V							Semester VI					
Code	**Title**	**Prerequisites**	**T**	**P**	**ECTS**		**Code**	**Title**	**Prerequisites**	**T**	**P**	**ECTS**
MAC301	Media Literacy		2	1	6		MAC304	Multimedia Journalism		2	1	6
MAC302	Media Economics Management		2	1	6		MAC305	Public Relations and Advertising		2	1	6
MAC303	Media Regulations and Internet Law		3	0	6		VA444	Digital TV Production	Senior Standing	0	3	6
XXX	Program Elective I				6		xxx	Program Elective II				6
XXX	Minor Degree or Free Elective III				6		xxx	Minor Degree or Free Elective IV				6
		Semester Total =			**30**				Semester Total =			**30**

Semester VII							Semester VIII					
Code	**Title**	**Prerequisites**	**T**	**P**	**ECTS**		**Code**	**Title**	**Prerequisites**	**T**	**P**	**ECTS**
MAC401	Research Methods in Media Studies		2	1	6		LAW310	Intellectual Property Law		3	0	4
MAC402	Crisis Communication		2	1	6		MAC490	Graduation Project		0	3	8
xxx	Programme Elective III				6		xxx	Programme Elective VI				6
xxx	Programme Elective IV				6		xxx	Programme Elective VII				6
xxx	Minor Degree or Free Elective V				6		xxx	Minor Degree or Free Elective VI				6
		Semester Total =			**30**				Semester Total =			**30**

Abbreviations: T (Theory), P (Practice), ECTS credit			**No. of Courses**	**42**
Total Credits Required for Graduation		**240**	**Average Credit Load Per Semester**	**30**
Total Credits of Electives		**78**	**Elective Ratio**	**33%**

TABLE 1: IUS Pool of 3 ECTS University Elective Courses (Foreign Language Elective Courses)					
Code	Title	Prerequisites	T	P	ECTS
BOS111	Spoken Bosnian I *		0	2	3
TURK111	Spoken Turkish I *		0	2	3
BOS112	Spoken Bosnian II **	BOS111	0	2	3
TURK112	Spoken Turkish II **	TURK111	0	2	3
	* Scholarship students will take either TURK111 / BOS111				
	** Scholarship students will take either TURK112 / BOS112				

TABLE 3: The List of Recommended Free Elective Courses for MAC students					
Code	Title	Prerequisites	T	P	ECTS
ELT312	Introduction to Discourse Analysis		2	1	6
IR472	Human Rights	Junior Standing	3	0	6
LAW110	Introduction to Law I		3	0	6
POLS223	Nations, Ethnicities and Ideologies	Junior Standing	3	0	6
PSY301	Cultural Psychology	PSY103	2	1	6
PSY315	Political Psychology	PSY103	3	0	6
SPS150	World History		3	0	6
VA306	Digital Photo Imaging		2	1	6
VA316	Advertising	Junior Standing	1	2	6
VA342	Introduction to Documentary Film	Junior Standing	1	2	6

TABLE 2: Program Elective Courses for MAC					
Code	Title	Prerequisites	T	P	ECTS
Communication Area					
ELIT201	Academic Writing	ELIT200	1	2	6
ELIT303	Translation Theory and Practice		2	1	6
ELIT315	Basic Translation Techniques		2	1	6
ELIT316	Consecutive and Simultaneous Interpreting		2	1	6
ELT213	Introduction to Semantics		2	1	6
ELT312	Introduction to Discourse Analysis		2	1	6
ELT421	Introduction to Psycholinguistics		2	1	6
ELT422	Introduction to Sociolinguistics		2	1	6
LITE207	Creative Writing		1	2	6
MAC310	Society, Culture and Digital Communication		3	0	6
MAC320	Literature and Communication		2	1	6
MAC322	Communication Sociology		2	1	6
MAC323	Communication Philosophy		2	1	6
MAC324	Communication Psychology		2	1	6
MAC325	Intercultural Communication		2	1	6
MAC326	International Communication		2	1	6
MAC330	Political Communication		2	1	6
MAC335	Information Society Theories		2	1	6
MAC410	Communication Ethics		2	1	6
MAC415	Artificial Intelligence and Communication		2	1	6
MAC418	Copywriting		3	0	6
MAC420	Effective Speaking		2	1	6
Media Area					
MAC307	Camera Techniques		2	1	6
MAC340	Media and Effect Research		2	1	6
MAC341	Alternative Media		2	1	6
MAC342	Photojornalism		2	1	6
MAC343	Applied TV Announcing		2	1	6
MAC344	Children's Broadcasting		2	1	6
MAC345	Sport Journalism		2	1	6
MAC346	Radio Broadcasting		2	1	6
MAC350	Broadcast Journalism		3	0	6
MAC355	New Media and Online Journalism		3	0	6
MAC360	Media Psychology		3	0	6
MAC365	Media and Popular Culture		3	0	6
MAC370	Audio Production		3	0	6
MAC370	Social Media Management & Content Creation		2	1	6
MAC407	Analasys of Media Texts		2	1	6
MAC408	Environment and Ecology Journalism		2	1	6
MAC409	Special Topics in Media Studies		3	0	6
MAC411	Media and Globalization		3	0	6
MAC412	Media and Cultural Studies		3	0	6
MAC413	Data Journalism and Visualization		3	0	6
MAC414	Media Writing for Broadcast		3	0	6
MAC416	Media Entrepreneurship		3	0	6
MAC417	Media Law and Policy		3	0	6
MAC425	Media Convergence		3	0	6
MAC430	Media and Semiotics		2	1	6
Digital Production Area					
VA200	Contemporary Art Expression I	Junior Standing	1	2	6
VA300	Contemporary Art Expression II	Junior Standing	1	2	6
VA301	Project Studio 1	Junior Standing	0	3	6
VA302	Project Studio 2	Junior Standing	1	2	6
VA307	Non Linear Editing I	Junior Standing	0	3	6
VA308	Compositing and Digital Effects I	Junior Standing	1	2	6
VA312	Photography		1	2	6
VA315	Compositing and Digital Effects II	VA308	0	3	6
VA319	Sound Design	Junior Standing	1	2	6
VA325	Motion Picture Photography	Junior Standing	1	2	6
VA332	Photography for Digital Designers	Junior Standing	0	3	6
VA449	Television Broadcast Design	Senior Standing	0	3	6
VA451	Documentary Film Production	Senior Standing	1	2	6
VA452	Show Reel Production	Senior Standing	0	3	6
Foreign Languages Area					
ITA101	Spoken Italian II		3	0	6
ITA102	Spoken Italian II		3	0	6
SPA101	Spoken Spanish I		3	0	6
SPA102	Spoken Spanish II		3	0	6
GER101	Spoken German I		3	0	6
GER102	Spoken German II		3	0	6

Note: Only two courses could be taken from the pool of Foreign Languages.
To take senior standing courses, students must have completed at least 150 ECTS.