

EUSA University Center COURSE LIST (2026-2027)

Course Name	Credits	Program	Language	Campus
Audiovisual Narrative	3	Fall	English	EUSA
Theory and Technique of Photography	3	Fall	English	EUSA
Film-Making I – Basics	3	Fall	English	EUSA
Film-Making III – Digital & Video Postproduction	3	Fall	English	EUSA
Theory and Technique of Documentary Filmmaking and Audiovisual Advertising	3	Fall	English	EUSA
Gender Studies in Audiovisual Communication	3	Fall	English	EUSA
International Relations	3	Fall	English	EUSA
Sociology and Public Opinion	3	Fall	English	EUSA
Journalistic Design	3	Fall	English	EUSA
Strategic Communication Planning	3	Fall	English	EUSA
Studies of the Future of Communication	3	Fall	English	EUSA
Travel Journalism	3	Fall	English	EUSA
Economics Applied to Advertising	3	Fall	English	EUSA
Social Psychology	3	Fall	English	EUSA
Advertising Research	3	Fall	English	EUSA
Audiovisual and Artistic References for Advertising	3	Fall	English	EUSA
Consumption: Theory and Practice	3	Fall	English	EUSA
Brand Management	3	Fall	English	EUSA



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Course Name	Credits	Program	Language	Campus
Entrepreneurship and Self-Employment in Advertising and Public Relations	3	Fall	English	EUSA
Online Communication and Web Strategy	3	Fall	English	EUSA
History, Culture, and Fashion in the 20th and 21st Centuries	3	Fall	English	EUSA
Human-Resources Management in the Tourism Sector	3	Fall	English	EUSA
Market Research for Tourism	3	Fall	English	EUSA
Quality Management in the Tourism Industry	3	Fall	English	EUSA
Art & Cultural Tourism	3	Fall	English	EUSA
Film-making II – Lighting and Multicamera	3	Spring	English	EUSA
Sociology and Communication	3	Spring	English	EUSA
Theory and Technique of Photography	3	Spring	English	EUSA
Myths and the Imaginary of the Audiovisual Culture	3	Spring	English	EUSA
Social Psychology of Communication	3	Spring	English	EUSA
Photojournalism	3	Spring	English	EUSA
Creative Writing	3	Spring	English	EUSA
Design of News Programmes	3	Spring	English	EUSA

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Course Name	Credits	Program	Language	Campus
Sport Journalism	3	Spring	English	EUSA
Communication for Social Development	3	Spring	English	EUSA
Marketing	3	Spring	English	EUSA
Art Direction	3	Spring	English	EUSA
Advertising Research	3	Spring	English	EUSA
Management of Advertising Companies	3	Spring	English	EUSA
Commercial Communication and Mass Culture	3	Spring	English	EUSA
Advertising, Culture and Content Development	3	Spring	English	EUSA
Advertising Production	3	Spring	English	EUSA
Management and Organization of Tourism Businesses	3	Spring	English	EUSA
Market Structure	3	Spring	English	EUSA
Strategic Management of Tourism Organizations	3	Spring	English	EUSA
Personal and Management Skills	3	Spring	English	EUSA
Advertising and Commercial Promotion for Tourism	3	Spring	English	EUSA