



'IBCoM teaches you to have a **critical perspective**, meaning that what you learn exceeds the classroom and becomes a part of your daily thinking in life.'

Monique Jørgensen, Denmark

## Questions?

For questions about the programme, the application procedure, and entry requirements, contact the IBCoM Admissions and Recruitment Coordinator.

E: [bacheloradmission@eshcc.eur.nl](mailto:bacheloradmission@eshcc.eur.nl)

Photography: Alexander Santos Lima,  
Claire Droppert



Erasmus School of  
History, Culture and  
Communication

# International Bachelor Communication and Media

2025-2026



Explore the world  
of media and its  
political, economic,  
and cultural impact

Erasmus University Rotterdam  
Making Minds Matter



# Communication and Media

[eur.nl/en/bachelor/ibcom](http://eur.nl/en/bachelor/ibcom)



**E**xplore the world of media and its political, economic, and cultural impact. Pursue opportunities for international exchange, and go on to advanced studies or a top-flight career in media and communications.

## Why Communication and Media at Erasmus University Rotterdam?

You choose this programme because:

- you want to be at the cutting edge of the discipline;
- it offers an international perspective and study environment;
- the balance between practical and academic skills;
- the many options for customisation it offers, such as focus areas, exchange and a compulsory internship;
- it is staffed by highly qualified, international lecturers.

## Content of the programme

The International Bachelor Communication and Media (IBCoM) takes a comparative, international approach. The programme offers a strong basis in communication and media studies, while reaching out to other disciplines and study areas such as economics and business, psychology, political science,

international relations, sociology, and arts and culture studies. This interdisciplinary approach will give you many opportunities for advanced studies or the start of your career. Our graduates end up in marketing, management, government, PR, journalism, entertainment, corporate communication, the arts and many more fields.

## Dedicated IBCoMmunity

IBCoM's engaging education with mandatory tutorials helps students to develop a professional, disciplined and committed attitude. As students interact and work together on a weekly basis, the IBCoM community is a very tight one where everyone knows each other. Graduates often refer to our programme as the "IBCoM Family" or the "IBCoMmunity", which illustrates the dynamic, familiar, and inclusive atmosphere within the programme.

## Get in touch with us

Want to know how current students experience this programme? Curious what they think of studying in Rotterdam? Visit **[ibcomapp.com](http://ibcomapp.com)**

We look forward to meeting you at our:

- Open Days;
- Student-for-a-Day events.

Course overview International Bachelor Communication and Media

Bachelor year 1			
Term 1	Term 2	Term 3	Term 4
Introduction to Human Communication	Media Industries and Audiences	Communication and Organisations	Communication Technologies and Their Impacts
Introduction to Social Science Research	Introduction to Statistical Analysis	Communication as a Social Force	Intercultural Communication
Academic Skills	Key Concepts in Social Sciences	Media Systems in Comparative Perspective	Cross-national Comparative Research
IBCoMpanion programme	IBCoMpanion programme		

Bachelor year 2			
Term 1	Term 2	Term 3	Term 4
International and Global Communication	Digital Content	Communication Management	Internship
Quantitative Methods in Media and Communication	Qualitative Methods in Media and Communication	Research Workshop Focus Area A or B	
Focus Area Course	Focus Area Course	Elective	
	Communication and Media Labour Market Orientation		
IBCoM Honours Programme*	IBCoM Honours Programme*	IBCoM Honours Programme*	

Bachelor year 3			
Term 1	Term 2	Term 3	Term 4
Exchange**	Exchange**	Bachelor Thesis Class	Bachelor
OR	OR	Elective	Focus Area Course
Minor	Focus Area Courses/ Elective	Communication Ethics	
		Coopr Academy*	

\* Extracurricular options

\*\* Students who choose to not go on exchange follow a Minor in term 1 and take two Focus Area Courses and an Elective in term 2