



bachelor of

COMMUNICATION AND MEDIA

TOP EDUCATION + FUN EXPERIENCES = GREAT FUTURE



聖若瑟大學
USJ
MACAO

Faculty of Arts
and Humanities

Department of
Media, Art and Technology

LEARNING EXPERIENCE

CURRICULUM



The Most Practical Media Programme in Macao

STUDENT-CENTERED



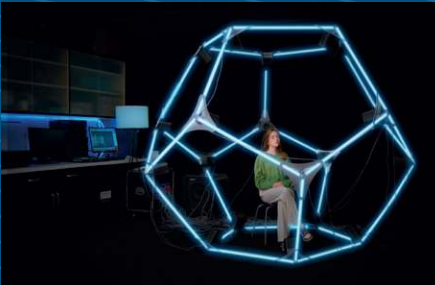
Small Class Sizes, and Group Chats with Professors

ENVIRONMENT



Multicultural, Collaborative, Diverse, and Innovative Atmosphere

STATE-OF-THE-ART EQUIPMENT & FACILITIES



SOLO STUDIOS



4 YEARS - STUDY PLAN

DAYTIME CLASSES || ENGLISH MEDIUM

YEAR 1

- Photography
- Writing for Media
- Visual Communication
- Motion Design
- Communication and Media Theory
- Visual Culture
- Academic Literacy
- Thinking and Reasoning
- Creative Experiences I
- Language

YEAR 2

- Video Production
- Video Post-Production
- Sound and Music Design
- Sound Production and Post-Production
- Film Theory and History
- Sound Theory and History
- Ethics and Philosophy
- Law, Society & Culture I
- Creative Experiences II
- Language

YEAR 3

- Marketing and Advertising
- Computer-Generated Imagery
- Live Shows and Entertainment
- Interactive Media
- New Media Technologies
- Audiovisual Communication Critical Analysis
- Art Appreciation
- Law, Society & Culture II
- Creative Experiences III
- Language

YEAR 4

- Capstone Project I
- Capstone Project II
- Internship
- Media Content Creation
- Public Relations and Events
- Entrepreneurship
- Social and Environmental Sustainability
- Law, Society & Culture III
- Creative Experiences IV

MACAO COMPANIES SAY THAT OUR STUDENTS ARE

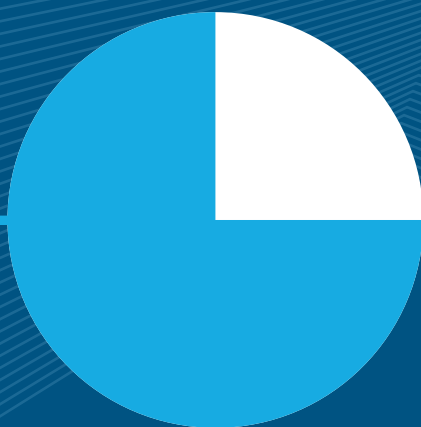
"the best prepared"



EMPLOYABILITY

75%

**STUDENTS EMPLOYMENT
FOLLOWING INTERNSHIP**



FUTURE CAREERS

**SOCIAL MEDIA CONTENT CREATION,
EVENTS PRODUCTION MANAGEMENT**



**ENTERTAINMENT, PHOTOGRAPHY,
VIDEOGRAPHY, AND SOUND DESIGN**

**CORPORATE COMMUNICATION,
PUBLIC RELATIONS, AND MARKETING**



**INTERACTIVE MEDIA TECHNOLOGIES,
ART CURATION, AND EXHIBITIONS**



The Bachelor of Communications and Media at USJ is internationally acclaimed as one of the top programmes in Asia. Our graduates are highly regarded by Macao companies and industries, earning recognition as being among “the best prepared” for the professional market. Impressively, 75% of our graduates secure employment in the field within their first year after graduation.

With state-of-the-art facilities, small class sizes, and a practical, hands-on approach, this programme offers students a dynamic and engaging learning experience. Taught entirely in English by internationally experienced academic staff, the programme attracts students from diverse countries, creating a truly global classroom environment. It addresses the growing demand for expertise in digital media, creative industries, social networks, and marketing.

Over the course of four years, students gain applied knowledge in emerging media technologies and creative communication in the digital age. While grounded in strong theoretical foundations, the programme emphasizes practical learning, equipping

students with the skills needed to excel in the global and digital communication industry. Students develop expertise in areas such as creative writing, graphic design, photography, sound design, video, interactive media, programming, marketing, content creation, live production and streaming, motion graphics, podcasts, and artificial intelligence.

Students learn to master a variety of media styles and formats, critically analyzing the messages, techniques, and aesthetic values behind them. They gain hands-on experience with advanced digital production tools and apply them to real-world scenarios, culminating in the creation of a professional portfolio, capstone projects, and internships.

The programme also offers international exchange opportunities, along with a range of extracurricular activities and events designed to enhance students’ skills and creativity. These experiences enable students to produce a wide range of digital media artefacts that showcase their unique professional and creative identity.

TRADITION



INNOVATION



VISION



CONTACT US FOR
MORE INFORMATION
www.fah.usj.edu.mo

MACAO || WHERE EAST MEETS WEST



THE MOST INTERNATIONAL UNIVERSITY IN MACAO

STUDENTS AND STAFF FROM MORE THAN 40 COUNTRIES



**EXCHANGE WITH
15 COUNTRIES**

**DOUBLE DEGREE
4 years = 2 diplomas**



**TRULY YOUR GREATEST EXPERIENCE YET!
COME & JOIN US, SEE YOU VERY SOON...**

EXTRACURRICULAR ACTIVITIES



VISITS



FIELD TRIPS



PARTIES



PROJECTS



REAL PRACTICE



TRAINING



CONCERTS



EXHIBITIONS



WORKSHOPS



CLUBS



TALKS



CULTURAL FAIR



SPORTS



CAREER FAIR



SCREENINGS