



MEDIA & TOURISM

CAMPUS VILDERSSTRAAT - HASSELT

EXCHANGE COURSES IN MEDIA & TOURISM

FOR WHOM?

International exchange students in the study field of communication management, journalism or tourism and leisure management, on bachelor level.

LANGUAGE OF INSTRUCTION

All classes are taught in English.

JOURNALISM PROGRAMME

COURSE UNIT	AUTUMN ECTS CREDITS
English for Journalism	6
International Publishing	6
European Integration – Belgium in Europe	4
Radio Journalism	4
Television Journalism	4
International Media Landscape	3
New Trends in Media	3
Fact Checking	3

COMMUNICATION MANAGEMENT PROGRAMME

COURSE UNIT	AUTUMN ECTS CREDITS	SPRING ECTS CREDITS
Digital Photography	4	
Direct Marketing Communication	4	
International Communication & Project	4	
Marketing	4	
Professional Communication 1	3	
Public Relations	5	
Spanish – level A1	3	
Spanish – level B1	4	
Communication Internationale & Projet*	4	
Communication Professionnelle 1*	3	
Advertising – Media Planning		4
Market Analysis		6
Marketing PR, Promotions, In Store Communication & Packaging		5
Online Communication and Information		4
International Communication Project		8
Spanish – level A2		3

* Courses taught in French.

TOURISM AND LEISURE MANAGEMENT PROGRAMME

COURSE UNIT	AUTUMN ECTS CREDITS
Destination Management	4
Tourism Practicals	6
Tourism Geography	4
Tourism Marketing	4

EXTRA COURSES

Students in communication management and journalism can add the following courses from the programme of PXL-Business to their learning agreement.

COURSE UNIT	AUTUMN ECTS CREDITS
European Studies	3
Understanding Global Cultures	3
Applied Marketing Research SME's	3
Doing Business with New Markets	6
Digital Marketing	5

LEARNING AGREEMENT

Courses from different study programmes of PXL-Media & Tourism can be combined, but they cannot be combined with courses from other study programmes. However, language courses can be added to the learning agreement (see Language Courses@PXL).



The course catalogue is available on www.pxl.be/international