



# BERGHS BACHELOR

— KICKSTART  
YOUR INTERNATIONAL  
EDUCATION

BERGHS SOC

**Available specialisations to choose from at Berghs — Graphic Design, Communication Strategy, Copywriting, UX Design**

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Depending on your chosen program, between 2 to 4 years after entering Berghs' doors you'll be graduating with an internationally recognized Bachelor's degree, and that sought after Berghs certificate to your name. Get the best of Swedish communications education and an international Bachelor's degree wrapped into one global program.

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# THE PRACTICAL BITS:

## **Format: What is a Foundation Semester?**

Berghs Bachelor's foundation semester is an academic program, providing students invaluable knowledge in Berghs' action-based learning formula and leading to an international university degree. Wrapped into a single program, Berghs School of Communication collaborates with five carefully selected partner institutions that enroll Berghs Bachelor students into the second or third semester of their chosen Bachelor degree -- following the successful completion of the Berghs Bachelor foundation semester.

## **The Semester at Berghs**

- Full-time on site in Stockholm, Sweden
- Program length: 1 semester
- 4 x Core Courses
- 1 x Elective Course

## **Level**

This program is designed for students who are interested in an international education. Students should have completed a high school education, or some post-secondary education. Courses at Berghs and internationally are offered on the Bachelor's level (grundnivå in Sweden).

## **Language**

The language of instruction is English. Students are expected to interact and participate in English. English proficiency is assessed via interview. By taking the foundation semester entirely in English, students will be prepared to pursue their international degrees and journeys in English.

## **Prerequisites for Swedish Applicants**

You have a high school (Gymnasium) diploma with a Swedish grade point average of at least 14.0, or the international equivalent thereof. You are fluent in English. International experience is highly merited.

## **Prerequisites for International Applicants**

The Berghs Bachelor program is open to international applicants with full English proficiency. International students can join the semester at Berghs in Stockholm and continue their studies to any of the destinations above. As an alternative, you can attend the semester at Berghs and then return to your university of origin. In this scenario, we want to receive your application as soon as possible to determine whether the semester at Berghs can be accredited at your university.

## **Application and Enrollment**

Berghs assesses each application individually. We look at various criteria such as your CV, academic level, English level, motivations and ambitions expressed in your personal letter.

Relevant applications are then called to an interview via video conference. After a successful interview, Berghs will send the applicant an offer letter. Once accepted, students usually have one week to accept or decline the offer.

Note: All applications must be submitted via the website.

# COMMON CORE COURSES

## **Introduction Week**

Berghs Bachelor starts with an introduction to the program as a whole, as well as Berghs' unique action-based learning approach to creative problem-solving. You also learn practical tools for collaboration and develop productive ways to offer feedback and critique.

## **Making Your Point**

Making Your Point, which is delivered in workshop format, provides students with concrete techniques to improve both the content and delivery of their presentations through an effective balance of theory and practical exercise. Course focus is on practical activities with a strong emphasis on action-based learning. Students have multiple opportunities to practice their newfound presentation skills and receive immediate feedback from their peers and personal coaching from their course director.

## **Thinking Media**

How do we create sense and meaning in today's "artificial" media society which is increasingly structuring our lives? How do we understand the world through different media, and how do media help shape our opinions, identities and sense of community? Thinking Media provides an introduction to media theory and an overview of significant terms, concepts, trends and influential thinkers in the field of media studies. Its aim is to both foster greater critical awareness of how different media communicate, and to provide some key tips on how to communicate more efficiently through different media.

## **Marketing Communication**

This course uses a real-life case to guide students through a Marketing Communication project. Throughout the semester, students work in every aspect of the marketing communication lifecycle – from strategy formulation to execution and presentation. Students use the real-life client case as the basis for learning. At the end of the course, groups present their solutions before client judges, simulating a real client pitch, and receive relevant feedback from the client and the instructor.

## **Visual Communication**

All future communication professionals, no matter what they aim to do, must first become editors. Visual Communication explores the content, context and relevance of visual communication. Moreover, the course trains students to begin to understand the multiple ways that visual expression is anchored in all communicative work; how it suggests, plays, contrasts and connects to written communication, how it resonates with its audience and its times.



# ELECTIVE & SPECIALISATION COURSES

## **Strategic Communication**

We live in a hyper communicative world where everyone and everything communicates, all the time. As well as having more communication tools and channels than ever before at our disposal, cutting through the clutter has never been more demanding. To even stand a chance in today's overcrowded media landscape, it's no longer enough to have a strategy; it needs to come strongly aligned with a purpose. Brands today can't settle with just saying they're great, they need to be great. This course provides the insights and tools necessary to define a brand's journey from purpose via communication strategy to concept and implementation.

## **Graphic Design**

Through a series of challenging assignments, the students will be asked to solve various problems in the field of graphic design. The focus throughout the course is understanding what it means to be a graphic designer and introduce the students to the fundamental tools used in the field. The course is 90+% practical, hands on – and some theory.

## **Copywriting**

Copywriting looks at what makes writing really work on many channels. From Minecraft to the Lancet, from screenplays to podcasts, from Investor Pitches to White Papers we make your writing shine brightly and achieve its goals. We inspire you to find your own voice and creativity. Teach you how to ensure your writing always plays a key strategic role. Share timeless, unchanging secrets of successful writing. And constantly analyze, polish and give feedback on your texts, so that you leave the course with creativity and adaptability.

## **UX Design**

Through a series of challenging assignments, the students will be asked to solve various problems in the field of User Experience. The general focus throughout the course understands the users – using that understanding when designing products and services – and evaluating these designs.



# OUR PEDAGOGICAL APPROACH

## Action-based learning

Berghs Bachelor leverages Berghs' unique action-based pedagogy. Students learn how to apply theories on practical and simulated briefs. Through working with cases, both fictive and real-life clients, students are able to test models, tools, and apply their learning to client work. Combined with their university studies internationally, the Berghs Bachelor program provides both practical and theoretical knowledge across two institutions.

## Integrated disciplines

We don't do silos. Instead, we offer a practical and cross-disciplinary approach to facilitate collaboration across different roles and develop an understanding for how good communication work is done.

## Hard and soft skills

Our pedagogy includes practical models to improve collaboration and to become better at giving/receiving feedback and leading projects successfully.



## A professional approach

Courses are delivered by industry professionals who offer a practical approach to the subject and fresh content. The quality of the foundation semester at Berghs is guaranteed by Berghs' faculty. This is a permanent team of Program Directors and Learning Developers who select the best instructors from the industry and provide them with the necessary pedagogical support. We work hard to introduce you to a wide range of perspectives in a smooth and productive way.

## Examination

Participants must attend a minimum of 80% of the classes and must successfully deliver all assignments to a satisfactory standard. Upon completion of the program students receive their final certificate. This certificate includes the student's grades. Berghs uses a grading scale (zero to one hundred) to facilitate the conversion.

## Accreditation

Applicants who are enrolled at another institution can submit the present document to their International Office for the purpose of accreditation. Berghs' partner schools may have pre-accredited the program, or parts of the program.



# OUR PARTNER SCHOOLS

## **Academy of Art University — San Francisco, USA**

The Academy of Art University is located in downtown San Francisco. Here you can study for a Fine Arts degree and immerse yourself in a unique combination of art and technology.



## **Billy Blue College of Design — Sydney, Australia**

Billy Blue was founded in 1987 by the design and communications agency Billy Blue Creative. Today, the School is one of Australia's top design colleges, right in the center of Sydney.





### **Edinburgh Napier University — Edinburgh, Scotland**

Edinburgh Napier University is a young and progressive university set in a popular student city. Here you can study media & communications or marketing & digital media degrees.



### **Edith Cowan University — Perth, Australia**

Edith Cowan University (ECU) in Perth is where high living standards meet flexible degrees. Here you can combine communication studies with marketing units.





## **Ravensbourne University — London, UK**

Ravensbourne is an industry-focused university located in East London. Here you learn with a unique studio culture and study for practical digital media and design degrees.



## **WANT MORE INFORMATION?**

Contact Marie Alani, Program Director (Berghs Bachelor)  
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Or discover more on at [berghs.se/en/program/berghs-bachelor/](https://berghs.se/en/program/berghs-bachelor/)

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