



# Study Abroad MEJO Course Equivalents

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## **Please note:**

This list is not exhaustive. New programs are being added by the UNC Study Abroad Office and every program is constantly changing course offerings. Review courses being offered at whatever school you are interested in and make an appointment with the Hussman Global office to discuss further. Any of these courses can be used as MEJO Choice credit. Credit transfer also depends on your area of study.



HUSSMAN SCHOOL  
OF JOURNALISM AND MEDIA

Program	City	Country	Course	Use in MEJO curriculum
<b>MEJO UCA Buenos Aires</b>	<b>Buenos Aires</b>	<b>Argentina</b>	PR Planning	AD/PR
			Comunicacion Politica	Conceptual
			Comunicacion Corporativa	Conceptual
			Intro to Radio Broadcasting	Conceptual
			Medios	Conceptual
			Mercadeo	Conceptual
			Opinion Publica	Conceptual
			Periodismo Internacional	Conceptual
			Periodismo Politica	Conceptual
			Usabilidad y Experiencia del Usuario	Conceptual
			Redaccion Periodistica	Journalism
<b>MEJO University of Queensland</b>	<b>Brisbane</b>	<b>Australia</b>	Advertising Media	AD/PR
			Contemporary Issues in Advertising	AD/PR
			Event Management Fundamentals	AD/PR
			Online Advertising	AD/PR
			PR Strategy and Practice	AD/PR
			PR Writing	AD/PR
			Advertising and Consumer Culture	Choice
			Studies in Photography	Choice
			Communicating Across Cultures	Conceptual
			Communication and Research Methods	Conceptual
			Convergence in Media	Conceptual
			Digital Media and Social Change	Conceptual
			Identity, Culture and Communication	Conceptual
			Intercultural Communication	
			International Journalism and Mass Communication	Conceptual
			Internet Culture and Strategic Communication	Conceptual
			Intro to Visual Communication	Conceptual
			Journalism and Spin	Conceptual
			Journalistic Narratives	Conceptual
			Language in the Media	Conceptual
			Mass Media and Society	Conceptual
			Media and Identity	Conceptual
			Music Subculture and the Media	Conceptual
New Media	Conceptual			
Political Communication	Conceptual			

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<b>MEJO University of Queensland</b>	<b>Brisbane</b>	<b>Australia</b>	Social Communication Strategies	Conceptual
			Transmedia Storytelling	Conceptual
			Journalism Research	Journalism
			Journalistic Investigation	Journalism
			Media Issue and Management	Journalism
			Digital Media Industries	Specialization
<b>Murdoch University</b>	<b>Perth</b>	<b>Australia</b>	Cultural and Media Policy	Conceptual
<b>University of New South Wales</b>	<b>Sydney</b>	<b>Australia</b>	Marketing Fundamentals	AD/PR
			Media, Culture and Everyday Life	Conceptual
<b>University of Sydney</b>	<b>Sydney</b>	<b>Australia</b>	Advertising: Creative Principles	AD/PR
			Building and Managing Brands	AD/PR
			Marketing Research	AD/PR
			Marketing	AD/PR
			Crime, Media, and Culture	Conceptual
			Marketing Principles	Conceptual
			Media Politics and Political Communication	Conceptual
<b>University of Wollongong</b>	<b>Wollongong</b>	<b>Australia</b>	Marketing Principles	AD/PR
			Emergent Media	Choice
			Cybercultures	Conceptual
			Global Media and Cultural Identity	Conceptual
			Global Media and Social Justice	Conceptual
			Newroom Practice	Journalism
<b>University of Melbourne</b>	<b>Melbourne</b>	<b>Australia</b>	Marketing Communications	AD/PR
			Principles of Marketing	AD/PR
			Internet Communication	Conceptual
			Media and Psychology	Conceptual
			Media and Society	Conceptual
			Media Futures and New Technologies	Conceptual
			Understanding Australian Media	Conceptual

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<b>Monash University</b>	<b>Melbourne</b>	<b>Australia</b>	Brand Management	AD/PR
			Marketing Theory and Practice	AD/PR
			Broadcast Studio Journalism	Choice
			Communications and Cultures in the Global Era	Choice
			Editing and Design	Choice
			Climate Change Communication	Conceptual
			Communications Ethics, Policy, and Law	Conceptual
			News and Power	Conceptual
			Newsroom Practice	Journalism
<b>Vienna University of Economics and Business</b>	<b>Vienna</b>	<b>Austria</b>	Consumer Behavior	Conceptual
<b>IES: Chile</b>	<b>Santiago</b>	<b>Chile</b>	Introduccion a la Publicidad	Conceptual
<b>MEJO PUC Chile</b>	<b>Santiago</b>	<b>Chile</b>	Strategic Communication Management	AD/PR
			Strategic Direction of Communications	AD/PR
			Photographic Journalism Workshop	Choice
			Analisis Comparado de Periodismo	Conceptual
			Journalism in Chile	Conceptual
			Organizational Leadership	Conceptual
<b>MEJO University of Hong Kong</b>	<b>Hong Kong</b>	<b>China</b>	Introduction to Photography	Choice
			Global Financial Journalism	Conceptual
			Business Reporting	Conceptual
			Documentary Film	Conceptual
			International News	Conceptual
			Online Journalism	Conceptual
			Press, Politics and Government	Conceptual
<b>MEJO University of Hong Kong</b>			Digital Media and Film	Journalism
			Fundamentals of Business and Financial Journalism	Journalism/Business Journalism
<b>Chinese University of Hong Kong</b>	<b>Hong Kong</b>	<b>China</b>	Account Planning and Management	AD/PR
			Media and Social Development in Mainland China	Conceptual
			Social Media and Crisis Communication	Conceptual
<b>CET: Shanghai</b>	<b>Shanghai</b>	<b>China</b>	International Marketing	Conceptual
<b>DIS Copenhagen</b>	<b>Copenhagen</b>	<b>Denmark</b>	Graphic Design Foundations Studio	Choice
			Designing Communication Campaigns	Conceptual
			Propaganda: Fakes and Facts	Conceptual
			Storytelling through Photography	Conceptual
			Strategic Communication	Conceptual

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<b>Brighton</b>	<b>Quito</b>	<b>Ecuador</b>	Concepto y Planning	AD/PR
<b>Universidad San Francisco de Quito</b>	<b>Quito</b>	<b>Ecuador</b>	Principios de Marketing	AD/PR
			Cultura Digital y Nuevos Media	Conceptual
			Magazine and Newsroom Management	Conceptual
			Political Journalism and your Opinion	Conceptual
			Radio Production	Conceptual
<b>University of Sussex</b>	<b>Brighton</b>	<b>England</b>	Questioning the Media	Choice
			Advertising and Social Change	Conceptual
			Class and Popular Culture	Conceptual
			Creative Media: Interactive Design	Conceptual
			Creative Production: Photography	Conceptual
			Globalisation and Communication	Conceptual
			News, Politics and Power	Conceptual
<b>MEJO City University</b>			Online and Social Media Journalism	Choice
			The Representation of Journalists and the Press in Film and Fiction	Conceptual
			British Politics and Current Affairs	Conceptual
			Contemporary Issues in Media Studies	Conceptual
			Global Media Systems	Conceptual
			History of Journalism	Conceptual
			Interpreting Documentary in Britain	Conceptual
			Interrogating Consumer Culture	Conceptual

Program	City	Country	Course	Use in MEJO curriculum
<b>MEJO City University</b>	<b>London</b>	<b>England</b>	Intro to British Media	Conceptual
			Lies, Damned Lies and Statistics	Conceptual
			Media, Cities and Cultures	Conceptual
			Media, History and Politics	Conceptual
			New Media Challenges	Conceptual
			News and Society	Conceptual
			Political Scandals and British Media	Conceptual
			Power without Responsibility	Conceptual
			TV and Sport	Conceptual
			Understanding Global Media Flow	Conceptual
			Advanced Practice Journalism: Print Data Journalism	Journalism
			Arts and Culture Journalism	Journalism
			Editorial Production	Journalism
			Fashion and Lifestyle Journalism	Journalism
			Humanitarian Reporting	Journalism
			International News	Journalism
			Journalism Skills	Journalism
			Reporting	Journalism
			Reporting and Conflict	Journalism
			Reporting and Features	Journalism
			Reporting: The Environment and Science	Journalism
			Social Media Reporting	Journalism
			Visual Journalism	Journalism
Reporting Business	Journalism/Business Journalism			
Arts and Culture Journalism	Journalism			
Music Journalism	Journalism			
<b>UNC Honors</b>	<b>London</b>	<b>England</b>	Journalism in Society	Conceptual
<b>King's College London</b>	<b>London</b>	<b>England</b>	Digital Marketing	AD/PR
			Marketing Management	AD/PR
			Principles of Marketing	AD/PR
			Marketing Strategy and Planning	Choice
			Corporate Social Responsibilities	Conceptual
			Digital Methods 1 Approaches	Conceptual
			Digital Publishing	Conceptual

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<b>King's College London</b>			Digital Textuality and Readership	Conceptual
			Marketing	Conceptual
			Marketing Communications	Conceptual
			Markets, Organization and Society	Conceptual
			Media and Literature	Conceptual
			Media, Gender and Culture	Conceptual
			Representations of Cultural Heritage	Conceptual
			Russia in the Digital Age	Conceptual
			Big Data and Society	Conceptual
			Digital Journalism	Conceptual
			Management of the Digital Domain	Conceptual
<b>London School of Economics</b>	<b>London</b>	<b>England</b>	Marketing	AD/PR
			International Journalism and Society	Conceptual
<b>University of Manchester</b>	<b>Manchester</b>	<b>England</b>	Marketing and Consumers	AD/PR
			Brand Management for Fashion	Choice
			Intro to Sport	Conceptual
<b>University of East Anglia</b>	<b>Norwich</b>	<b>England</b>	Media History	Conceptual
			Media Industries	Conceptual
			Media Power	Conceptual
			Media Representations	Conceptual
<b>University of Sheffield</b>	<b>Sheffield</b>	<b>England</b>	Digital Marketing	AD/PR
			Essentials of Marketing	AD/PR
			Introduction to Research Methods	Choice
			Analysing News	Conceptual
			Digital Media and Social Change	Conceptual
			Ethics and Journalism	Conceptual
			Free Speech and Censorship	Conceptual
			Journalism and Political Communication	Conceptual
			Journalism Critical Discourse Approaches	Conceptual
			Language and Journalism	Conceptual
			Media and the Arab-Israeli Conflict	Conceptual
			Media Studies	Conceptual
			Propaganda and Persuasion	Conceptual
Tabloid Journalism	Journalism			
<b>UNC in Montpellier</b>	<b>Montpellier</b>	<b>France</b>	Communication et pratiques dans l'organisation	Conceptual

Program	City	Country	Course	Use in MEJO curriculum
<b>IES: Paris</b>	<b>Paris</b>	<b>France</b>	Digital Marketing	AD/PR
			Luxury Business Strategies and Communication	AD/PR
			Art, Design and Fashion in France	Conceptual
			Intercultural Communication	Conceptual
			Intercultural Communication	Conceptual
			Introduction to Global Marketing	Conceptual
			Introduction to Luxury Brand Management	Conceptual
			Media and Current affairs in France and the EU	Conceptual
			Media, Politics and Political Communication in the US	Conceptual
			Panorama of French Media	Conceptual
<b>FU-BEST Freie Universitaet Berlin</b>	<b>Berlin</b>	<b>Germany</b>	Media Politics	Conceptual
<b>University of Mannheim</b>	<b>Mannheim</b>	<b>Germany</b>	Digital Media in Language Acquisition	Choice
			Exposure to and Effects of Media	Conceptual
			Structure of Online Media	Conceptual
			Theoretical Approaches to Political Information Processing in the Digital Age	Conceptual
			Writing Pop	Journalism
<b>College Year Athens</b>	<b>Athens</b>	<b>Greece</b>	Becoming a Traveler: Writing in Greece	Conceptual
			Mediating the Message: Social Media and People (in Greece)	Conceptual
<b>University College Cork</b>	<b>Cork</b>	<b>Ireland</b>	Social Media Marketing	Conceptual
<b>Trinity College Dublin</b>	<b>Dublin</b>	<b>Ireland</b>	Digital Storyworlds	Choice
<b>University College Dublin</b>	<b>Dublin</b>	<b>Ireland</b>	Digital Business & Social Media Strategy	AD/PR
			Marketing Communications	AD/PR
			Digital Marketing	Conceptual
<b>UNC in Firenze</b>	<b>Florence</b>	<b>Italy</b>	Fundamentals of Marketing	AD/PR
			Digital Graphic Techniques Fundamentals	Choice
			Introduction to Digital Photography	Choice
			Travel Writing	Choice
			Fashion Marketing	Conceptual
			Global Sports Marketing	Conceptual
			New Media: Communication in the Digital Age	Conceptual
			War and Media	Conceptual
<b>Universita Cattolica</b>	<b>Milan</b>	<b>Italy</b>	Luxury Business Insights	AD/PR
			The Fashion Market. Structures, Players and Success Factors	Conceptual
<b>Università Bocconi</b>	<b>Milan</b>	<b>Italy</b>	Marketing	AD/PR



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<b>Università Bocconi</b>			Marketing Analytics	AD/PR
<b>Keio University</b>	<b>Tokyo</b>	<b>Japan</b>	Journalism in Japan	Conceptual
			China, Japan and Korea Comparative Management	Conceptual
			Constructing Japan-India Partnership	Conceptual
<b>Waseda University</b>	<b>Tokyo</b>	<b>Japan</b>	History of Media	Conceptual
			Principles of Advertising	Conceptual
<b>CET: Jordan (Intensive Language)</b>	<b>Amman</b>	<b>Jordan</b>	Current Issues in Arabic Media	Conceptual
<b>SIT: Morocco</b>	<b>Rabat</b>	<b>Morocco</b>	Contextual Studies in Journalism	Conceptual
			Field Ethics of Journalism in Morocco	Conceptual
			Independent Study Project in Journalism	Journalism
<b>Radboud University</b>	<b>Nijmegen</b>	<b>Netherlands</b>	Social Media and New Media	Conceptual
			Foreign Language in Advertising	Conceptual
<b>University of Canterbury</b>	<b>Canterbury</b>	<b>New Zealand</b>	Principles of Marketing	AD/PR
			Advertising and Cultural Consumption	Conceptual
			Propaganda and Power	Conceptual
<b>University of Edinburgh</b>	<b>Edinburgh</b>	<b>Scotland</b>	Digital Culture	Conceptual
<b>University of St. Andrews</b>	<b>St. Andrews</b>	<b>Scotland</b>	International Marketing	Conceptual
<b>Korea University</b>	<b>Seoul</b>	<b>South Korea</b>	Branding Workshop	AD/PR
<b>IES: Barcelona</b>	<b>Barcelona</b>	<b>Spain</b>	Introduction to Marketing	AD/PR
			Photojournalism	Choice
			Traveling Writing in Spain/Europe	Choice
			International Marketing, A European Approach	Conceptual
			Language, Culture and Communication	Conceptual
			Brand Design	Conceptual
			Campaigning in Europe: From Propaganda to Political Marketing	Conceptual
			Campaigning in Europe: From Propaganda to Political Marketing	Conceptual
			Communication, Media and Politics in Europe	Conceptual
			Design Thinking	Conceptual
			Global Marketing	Conceptual
			Global Media and International Journalism in the 21st Century	Conceptual
			Marketing and Fashion	Conceptual
			Marketing Management	Conceptual

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<b>IES: Barcelona</b>			Media and Politics in Europe	Conceptual
			PR and Consumer Relations	Conceptual
			Storytelling	Conceptual
<b>IES: Madrid</b>	<b>Madrid</b>	<b>Spain</b>	Marketing Aplicado al Periodismo	AD/PR
			Dirección y Gestión de Empresas Periodísticas	Conceptual
			Methods of Creativity	Conceptual
<b>MEJO University of Navarra</b>	<b>Pamplona</b>	<b>Spain</b>	Análisis de Audiencias y Medios	AD/PR
			Comportamiento del Consumidor Creativity	AD/PR
			Empresa: Gestión, Económica y Financiera	AD/PR
			Investigación de Mercados	AD/PR
			Producción de Mensajes	AD/PR
			Strategic Direction	AD/PR
			Strategic Management	AD/PR
			Digital News Media Models	Choice
			News Design	Choice
			Film and TV Marketing	Conceptual
			History of Universal Journalism	Conceptual
			3D Animation	Conceptual
			Communications Strategy in Politics	Conceptual
			Communication of Fashion and Culture	Conceptual
			Comunicación Política	Conceptual
			Entertainment Apps Development	Conceptual
			Gestación de Marketing	Conceptual
			Global Communication	Conceptual
			History and Memory	Conceptual
			History of Communication	Conceptual
			Introduction to Advertising and Public Relations	Conceptual
			Issues of Contemporary Media	Conceptual
			Media Convergence	Conceptual
Media Economics	Conceptual			
Medios de Comunicación y Política en España	Conceptual			
Multimedia Communication	Conceptual			
News Design	Conceptual			

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<b>MEJO University of Navarra</b>	<b>Pamplona</b>	<b>Spain</b>	Political Communication	Conceptual
			Principles of Marketing	Conceptual
			Promotional Marketing	Conceptual
			Theory of PR and Marketing	Conceptual
			Cyberjournalism	Journalism
			Fundamentals of Science Journalism	Journalism
			Infografica	Journalism
			Produccion de Televisa	Journalism
			Fundamentals of Business Journalism	Journalism/Buisness Journalism
<b>UNC in Sevilla</b>	<b>Sevilla</b>	<b>Spain</b>	Advertising Research	AD/PR
			Advertising, Culture and the Generation of Content	AD/PR
			Creative Ad and PR	AD/PR
			Technologies Applied to Digital Advertising and PR	AD/PR
			Marketing	AD/PR
			Audiovisual Media Technologies	Choice
			Information Science in Journalism	Choice
			Social Psychology of Audiovisual	Choice
			Artistic Context of Advertising	Conceptual
			Communication Departments	Conceptual
			Creativity in Advertising	Conceptual
			Cyberculture	Conceptual
			Documentacio Periodistica	Conceptual
			History of Advertising and PR	Conceptual
			History of Propaganda	Conceptual
			History of Spanish Journalism	Conceptual
			Information Structure	Conceptual
			Management of Communication Business	Conceptual
			The Foreign versus the Familiar	Conceptual
			Theory of Propaganda	Conceptual
Universal History of Journalism	Conceptual			
<b>Lund University</b>	<b>Lund</b>	<b>Sweden</b>	Advertising Rhetoric	AD/PR
			Media and Armed Conflict	Conceptual
			Media and Sociology	Conceptual
<b>Mahidol University</b>	<b>Bangkok</b>	<b>Thailand</b>	Principles of Marketing	AD/PR
			Comparative Media Issues: ASEAN versus the World	Conceptual

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<b>Semester at Sea</b>	<b>Varies</b>	<b>The World</b>	Marketing	AD/PR
			International Mass Communication	Conceptual
			Global Media and Cultural Identity	Conceptual
			Media and the Environment	Conceptual
			War and Media	Conceptual

Program

City

Country

Course

Use in MEJO curriculum