



# European Studies

The European Union has a big influence on your daily life. Decisions taken in Brussels or Strasbourg directly affect your family life, finances, rights and the environment you live in. To operate effectively in Europe requires a solid understanding of the EU decision-making processes. And this is exactly what you will be studying at European Studies!

Europe is constantly faced with challenges. Brexit, migration and climate change come to mind. A broad view on socio-cultural, political, economical and legal perspectives is required to solve these European problems. You will learn this and develop a critical way of thinking. Once you have graduated you will be the communications expert connecting governments, businesses and non-profit organisations and facilitate the cooperation between them, in order to tackle these complex challenges together.

## Study programme

### Topics

Europe and the European Union are the linking elements in this study programme. Knowledge of European institutions, politics, law, and public affairs is essential. The focus of

European Studies is on the communication between governments, companies and civil society. We will help you to develop excellent (intercultural) communication skills, which means you also need to learn about different cultures, as well as international relations.

The programme is designed around practical assignments that stimulate learning by doing. You will work in small groups with fellow students. Lectures and workshops will provide you with theoretical background information on topics such as EU institutions, decision-making processes, politics, law making, intercultural communication, and more. This knowledge will enable you to complete the assignments successfully.

Two examples of projects during years 1 and 2:

- Amnesty International (AI) is worried about the violation of human rights of refugees entering Europe illegally by boat. Students were asked to develop a communication plan that describes how AI can persuade inhabitants of the Greek islands to have more empathy for those refugees.
- Students worked on an assignment for a political party to explain the party's political statement on delicate or controversial topics, such as climate change, gender equality and LGBT rights in a series of blogs and vlogs to be used on social media.

Credits	240 EC
Requirements	secondary school diploma, with English as a final examination subject
Language	English
Duration	4 years, pre-master available during this programme
Degree	Bachelor of Arts
Tuition fee	€ 2.209 EU students € 1.105 EU students, reduced fee for first-time students € 10.100 for non-EU students
Deadline for application	EU: 1 <sup>st</sup> of July/non-EU 1 <sup>st</sup> of June
Location	Maastricht, The Netherlands

Zuyd University  
of Applied Sciences



### Skills

Studying European Studies will allow you to develop the practical and social skills that are essential for a communications professional and a team player. You will be trained in giving presentations, research and reporting. The group assignments will challenge you to collaborate with team members and to manage projects. The programme offers a well-balanced mix of projects, various way of working, and supporting lectures.

### Languages

The study programme is fully taught in English. Besides English, you will choose either German, French or Spanish as additional European language. The additional language is offered at a beginners level or, if you already have B1 language skills, at a higher level. During your time at European Studies, you will learn how to utilize the language in a professional environment. And, of course, the cultural aspect of the language is part of each language course. There is a world of difference in debating or negotiating with a French or German person.

### Exchange and internship

In the third year you will study abroad for one semester at one of our international partner universities. Zuyd has an extensive network of about 85 partner universities in countries all over the world. In year four, you will be an intern at a company or organisation, preferably abroad, where you will put all your knowledge and skills into practice.

### Career prospects

Can you see yourself working as a policy advisor for the European Union? Or are you more interested in working in the public relations and communication department of a company with a strong link to Europe or the EU? The working field of a European Studies graduate is broad.

#### Some examples of positions of our graduates:

At PDC (Parlementair Documentatie Centrum), Solange Pompl (graduated 2016) works in an environment where news and parliamentary developments surround her. As a Web Editor for *Europa-Nu.nl* and *Parlement.com*, she wrote about Dutch and European political issues. She now works as Project Officer at PvdA.

Mickèl Magnus (graduated 2016) started as an assistant to a Member of European Parliament. After his role as a Senior Account Executive, he became Account Manager at *FleishmanHillard*, a global public relations and marketing agency in Brussels. He monitors EU and national politics, as well as their implications for the financial services sector. He assists his clients in long-term strategy development and engages in roundtable, high-level dinners and information sessions.



At the *European Flavour Association (EFFA)*, Bo Dohmen (graduated 2015) works as Public Affairs Manager where she is responsible for advocacy activities and monitoring EU policy developments in the context of flavour and food/drink legislation. Her work includes participation in Industry committees, alliances, and EU institutions working groups. She is also responsible for social media input and writing articles for the EFFA website.

#### Other positions include:

- Lobbyist
- Communication advisor in an NGO
- Public relations manager for a political organization
- Staff member at the European Parliament/House of Representatives/Ministry/Embassy
- Spokesperson at a charitable organization
- Social media manager for a labour union

### Admission requirements

You can be admitted if you:

- Have a secondary school diploma (e.g. Abitur, Fachhochschulreife, International Baccalaureate, havo, vwo, mbo4 or equivalent);
- Can prove that you have a good command of the English language:
  - EU students: a pass for English as an examination subject at secondary school;
  - Non-EU students: an IELTS certificate (score at least 6), a computer-based TOEFL certificate (score at least 213) or equivalent.

### Application

If you want to apply for European Studies, you can register at [www.studielink.nl](http://www.studielink.nl). Foreign students will find more information about entry requirements, study costs, tuition fees etc. on [www.zuyd.nl/en](http://www.zuyd.nl/en). Visit one of our open days or experience days and find out whether European Studies is a good match for you! Dates are available on our website. Should you live abroad and you are unable to visit us, or if you want to discuss your personal situation, we will be happy to schedule a meeting with you!

More  
information?

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