

LEARN MORE ABOUT OUR PROGRAMMES

Masters

Digital Marketing and Social Media - MA

The MA in Digital Marketing and Social Media focuses on digital marketing and social media communications channels within a strategic marketing context.

Apart from providing core knowledge in strategic marketing, advertising and sales and on-line consumer behaviour, the students will acquire specialist knowledge and skills to implement and manage effective social media and digital marketing campaigns.

International Relations and European Union Studies - MA

The programme offers students the knowledge and skills to critically engage with International Relations, EU public policy and global governance issues. In a highly volatile and ever-changing international environment where the European Union remains one of the world's centres of socio-economic and political activity, knowledge on EU and global issues has become increasingly important to both academia and industry.

Graduates can pursue an exciting career in international organisations, NGOs, local government, journalism, business, consultancy and further academic degrees (PhD).



Bachelors

Business Studies (Marketing) - BA

Marketing is the insightful process of thinking about and planning for markets. The study of marketing includes the analysis of the market, development of products to meet customer demand, and the planning and implementation of a wide range of operations including advertising, promotion, distribution, pricing and market research.

The increase of international competition has led to a vital need for marketing expertise in all areas of business including non-profit organisations such as charities and the arts.



GENERAL INFORMATION

DURATION: 2 YEARS
(CLASSES TAKE PLACE ON WEEKENDS)

LANGUAGE OF INSTRUCTION: ENGLISH

DUAL DEGREE: UPON SUCCESSFUL COMPLETION OF THE PROGRAMME GRADUATES ARE AWARDED TWO DEGREES ONE FROM THE UNIVERSITY OF YORK AND ONE FROM THE ROMANIAN AMERICAN UNIVERSITY.

ADMISSIONS: APPLICANTS MUST SATISFY THE ENTRY REQUIREMENTS OF BOTH UNIVERSITIES.

GENERAL INFORMATION

DURATION: 3 YEARS

LANGUAGE OF INSTRUCTION: ENGLISH

DUAL DEGREE: UPON SUCCESSFUL COMPLETION OF THE PROGRAMME GRADUATES ARE AWARDED TWO DEGREES ONE FROM THE UNIVERSITY OF YORK AND ONE FROM THE ROMANIAN AMERICAN UNIVERSITY.

ADMISSIONS: APPLICANTS MUST SATISFY THE ENTRY REQUIREMENTS OF BOTH UNIVERSITIES.

CITY College, University of York Europe Campus

Contact our Country Manager in Bucharest

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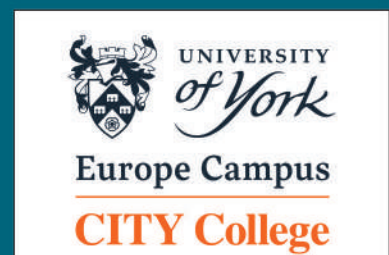
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Study for top
Dual Bachelors & Masters
degrees in Bucharest



CITY COLLEGE, UNIVERSITY OF YORK EUROPE CAMPUS

Who we are

CITY College, University of York Europe Campus is part of the University of York community, one of the leading UK Universities in Europe. This European base is a unique international institution based in Greece but with satellite activities in 8 countries, and it is widely recognised throughout the region for its academic excellence. Throughout its 30 year history, CITY College has continued to connect the UK with the whole region, Europe, and the world.

CITY College, University of York Europe Campus embraces internationalisation and gives its students the very best experiences, curricula and traditions of the acclaimed British higher education. It transfers knowledge, in-depth research and academic excellence across the region through its educational network in order to build capacity and support the academic and professional aspirations of students and their communities.

CITY College Europe Campus consists of four academic departments - the Business Administration & Economics Department, the Psychology Department, the Computer Science Department and the Humanities Department - offering a wide range of undergraduate and postgraduate programmes, and two research centres, the South-East European Research Centre and the Neuroscience Research Centre.

There is a dynamic international environment across CITY College's educational bases comprising students and highly qualified faculty members from more than 60 countries, who speak over 20 languages. This provides students with the opportunity to benefit from different perspectives and gain a greater understanding of the wider world in a truly unique English language learning environment.

CITY College, University of York Europe Campus strives to create an inclusive international community which contributes to the public good; advances the development of people and the societies in the region; connects academic, research, government, and corporate networks throughout the region to create and share new knowledge; and creates new opportunities for all.



International Accreditations

CITY College is accredited and recognised by a range of highly acclaimed professional international bodies and accrediting organisations: **The Association of MBAs (AMBA)**, **The British Computer Society (BCS)**, **The British Accreditation Council (BAC)**, **The Chartered Management Institute (CMI)**, **British Psychological Society (BPS)**



UNIVERSITY OF YORK

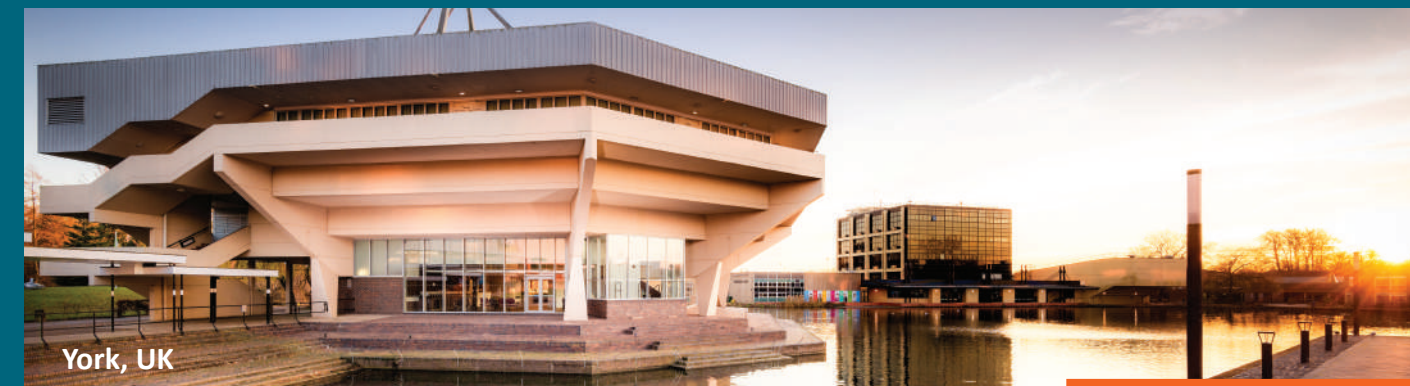


A world-class university

The University of York is one of the world's premier institutions for inspirational teaching and life-changing research. It is a member of the prestigious Russell Group, representing 24 leading UK universities maintaining the highest research and academic standards. In the Times Higher Education's ranking of the most recent Research Excellence Framework (REF 2021), York was ranked 10th in the UK

for research impact. The University aims - research with relevance and reach, ethical and empowering education, positive and productive partnerships, lasting legacies - enable it to realise its vision of creating social benefit and public good through everything it does. The University of York works across disciplines to find better ways to research and address the global challenges of our

time; provide students with the opportunity to encounter different ways of understanding the world around us and new ways of shaping it; magnify its impact through local and global partnerships with boldness, ambition and innovation in the ways it creates, shares and applies knowledge; and opens opportunity for all to join a diverse and inclusive community of shared purpose.



The University of York in the UK university rankings

- No 21 - Guardian Good University Guide 2023
- No 17 - The Times Good University Guide 2023
- No 19 - Complete University Guide 2023
- No 20 - Times Higher Education (THE) 2023

Excellence in Research

The University of York is ranked in the top 10 in the UK for the quality of its research.

No 10 overall - Times Higher Education Research Excellence Framework (REF) 2021

The University of York world university rankings

- No 139 in the world - Times Higher Education (THE) 2023
- No 162 in the world - QS World University Rankings 2023
- No 12 in the Golden Age Rankings 2020



DUAL MASTERS & BACHELORS DEGREES IN BUCHAREST

Masters

- Digital Marketing and Social Media - MA
- International Relations and European Union Studies - MA

Bachelors

- Business Studies (Marketing) - BA (Hons)

ALL DEGREES ARE AWARDED BY THE UNIVERSITY OF YORK AND THE ROMANIAN - AMERICAN UNIVERSITY

ROMANIAN - AMERICAN UNIVERSITY



With a tradition of more than 30 years, the Romanian - American University (RAU) is the only private institution of higher education included in the top 25 best universities in Romania. RAU is committed to promoting excellence in education, scientific research, and innovation, as well as professional, moral, and social responsibility through our student-centered academic programs and activities.

The strength of the Romanian - American University lies in the people, and as such, the university works tirelessly as a community to maintain its reputation as

one of the most respected private universities in Romania. Moreover, RAU is a trusted partner for over 200 international universities, businesses, and organisations.

At the Romanian-American University, study programmes, both in Romanian and English, are constantly updated to meet the demands of the labour market, offering students the possibility to access double degree educational programmes in partnership with prestigious universities around the world. RAU strives to provide students with numerous opportunities for academic and personal development,

including lectures delivered by international professors, presentations by renowned personalities, extracurricular activities such as social or cultural events, conferences, workshops, and collaborations with companies or institutions to develop soft skills.

Faculty members are very committed to offering students constant mentorship, which is highly appreciated by the student body and represents yet another asset of the Romanian - American University.

