

ONLINE Undergraduate Studies Program

BA – Creative Writing,
Arts & Humanities



May 2024





**UNIVERSITY OF
WESTERN MACEDONIA**
GREECE

BA

Creative Writing, Arts & Humanities

The Undergraduate Studies Program offers the flexibility to study creative writing and explore multiple writing approaches to improve your skills while cultivating broader interests in classical and modern studies or art and humanities.

▶▶▶ Moving into our Future World!



ONLINE

Bachelor's Degree



Welcome to Greece!

“Birthland of Democracy, the Olympic Games, and Western Civilization (philosophy, literature, theatre, drama, science and math, etc.) Homeland of Socrates, Plato, and Aristotle.”

Greece is a peninsular country in SE Europe and East Med, strategically located at the crossroads of three continents: Europe, Asia, and Africa. It is a state member of the European Union, and the Eurozone and a Member of international organizations: NATO, EBRD, EIB, IBRD, IMF, IMO, OECD, UN, UNCTAD, UNESCO, WHO, WTO, CERN, etc.

Official name: Hellenic Republic

Population: 11 million

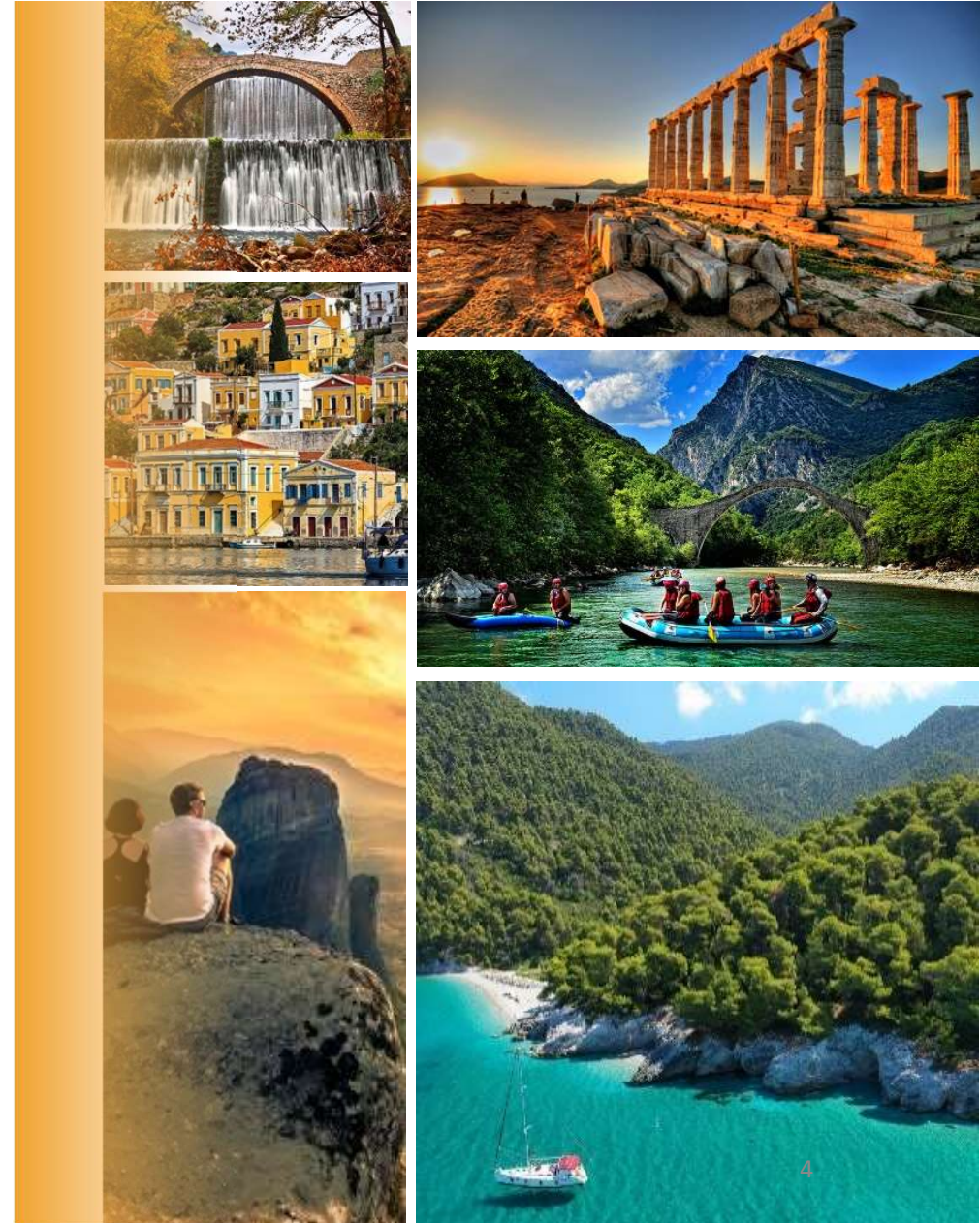
Currency: Euro

Capital: Athens



Greece in a snapshost

4 millennia of history	250 days of sunshine on average per year
18 UNESCO sites of world heritage and 5 Geoparks	28 mountains
100 archeological sites/museums	21 rivers
4 thousand years of Mediterranean cuisine/diet	18 lakes
100 inhabited islands	80 hot springs
	19 ski resorts
	6.000 islands/islets



Studying in Greece

Higher education in Greece has a long tradition of academic excellence and is being rapidly internationalized, offering international study programs/degrees and fostering partnerships with higher education institutions abroad.

Main advantages of student experience in Greece

- Degrees recognized in all EU countries and across the world
- Culture and Mediterranean lifestyle
- Welcoming communities/vibrant, safe cities
- Mild climate/sunny weather
- Affordable tuition fees for International students/ affordable cost of living



Studying at the University of Western Macedonia

Newly established, modern regional university on a trajectory of rapid growth and openness in 5 cities in the Western Macedonia region, Kozani, Kastoria, Florina, Ptolemaida and Grevena

UOWM in numbers

- 21 undergraduate study programs
- 36 postgraduate study programs
- 2 English-language undergraduate programs
- 15.000 undergraduate students
- 4.000 postgraduate students
- 47 Laboratories
- 700 Research projects (2017-2021)
- 9 Research Institutes
- First 10 spin-offs
- 200+ Partner Universities
- 185+ Erasmus bilateral agreements



University's Vision

“University leading in research - green innovation - knowledge - contribution to society actively engaging and supporting local, national and global efforts for a sustainable & inclusive future for all”





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“ We are thrilled to introduce you to the University of Western Macedonia UOWM in Greece, one of the leading universities for academic excellence innovation and a growing reputation in the sciences of education arts and humanities studies, where you will experience exciting challenges for your professional career and personal growth.

Our newly offered undergraduate program in “Creative Writing Arts and Humanities”, recognized in all 27 EU countries, complies fully with the growing demand in the international market for highly specialized graduates ready to excel in the creative industry and art production of our times.

With UOWM being established as one of the European hubs for green transition, applied research and business innovation, and at the same time strongly committed to promote social progress national and European culture through knowledge and creativity, the university diploma will link you directly with work prospects in Greece and everywhere in the EU.

Here at the UOWM, you will be able to immediately engage in our thriving academic community and university life. The world-famous Greek hospitality and the friendly charming city of Florina will inspire you and make you feel like home away from home.

We look forward to welcoming you to UOWM and supporting you to advance your future. “

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Bachelor's Degree

***Theodoros
Theodoulidis***

*Rector of the
University of Western
Macedonia*



BA | Creative Writing, Arts & Humanities

“Contemporary needs for studies in Creative Writing, particularly at a high level of specialization in the fields of Humanities, Arts, and Sciences of Education, lead to the quest for executives who will be able to meet the demands of the creative industry. In the modern globalized market, the need to produce literary texts, theatrical works, and alternative arts requires specialized staff to fill such positions.

The study program provides high-level education with a modern curriculum. The main goal is to train high-level scientists and writers and to offer specialized knowledge in the fields of education and culture.

The degree program aims to provide internationally recognized studies in the production of creative texts that will promote literary innovation and research.

Graduates will have the opportunity to work for international publishing houses in key positions as consultants or editors, and also in various fields as teachers, applying the theoretical and practical principles of Creative Writing to the teaching process. “

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Bachelor's Degree

***Triantafyllos H.
Kotopoulos***

*Director of the
Creative Writing, Arts and
Humanities Program*

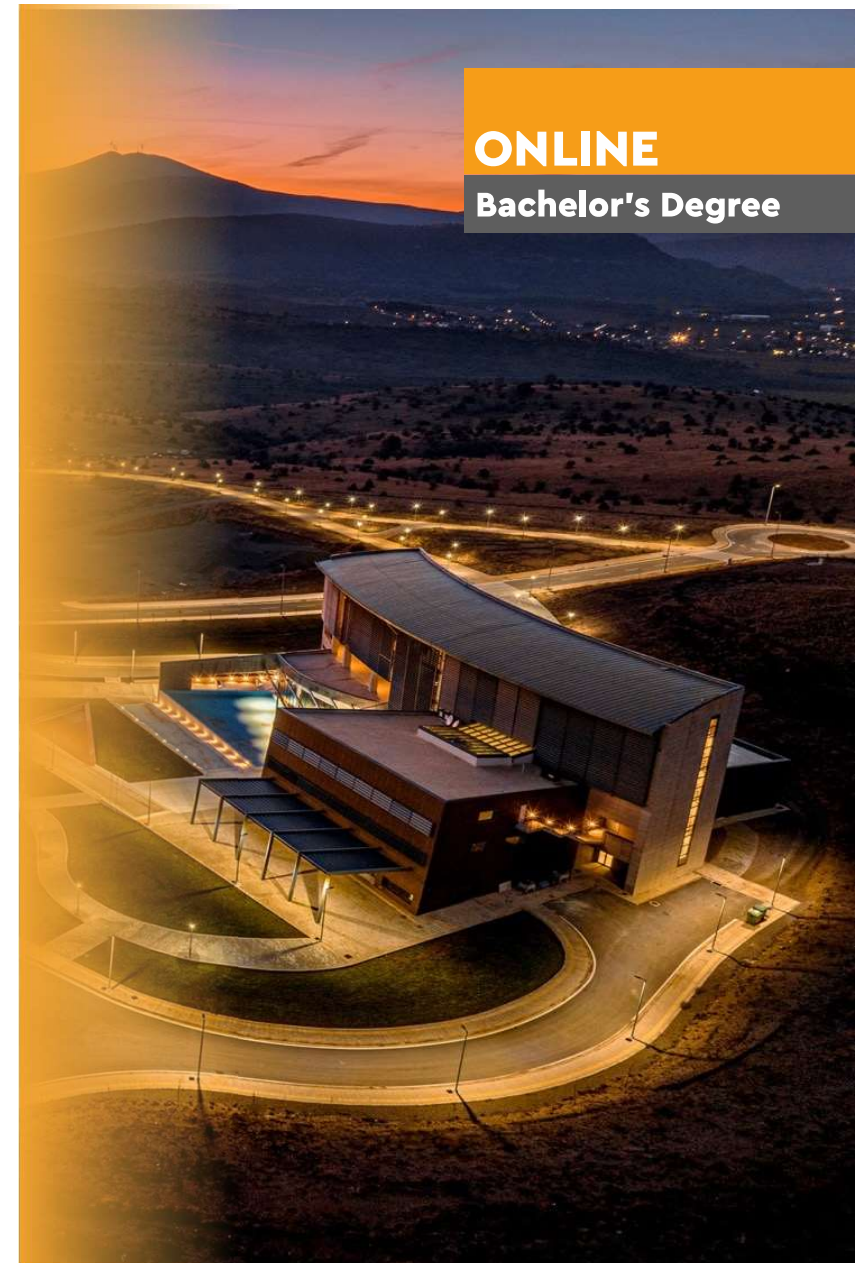


BA | Creative Writing, Arts & Humanities

Academic Title / Diploma

The Undergraduate Studies Program entitled “**Creative Writing, Arts, and Humanities**” offers the theoretical and practical background and skills in relevant professional and research fields from the world of books, editing and publishing production as well as cultural production and industry in general. The newly offered program in the English language starts from the academic year 2024-2025.

The Bachelor’s degree is awarded by the Department of Early Childhood Education of the School of Social Sciences and Humanities of the University of Western Macedonia, in collaboration with the Department of Business Administration of the School of Economics which co-organizes the program.



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BA | Creative Writing, Arts & Humanities

Scope of the program

To educate at undergraduate level non-Greek citizens in Greece in creative writing and literary studies and to promote research in the field of Creative Writing including:

- the active apperception of literary genres
- the training of graduates in modern theories and methods of analysis production of literary and other related texts (scripts, fairy tales, songs, etc.)
- the promotion of interdisciplinary research both at academic and research levels in matters of literature film and television writing as well as in a broader scale of cultural production and industry.



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Purpose of the program

To offer:

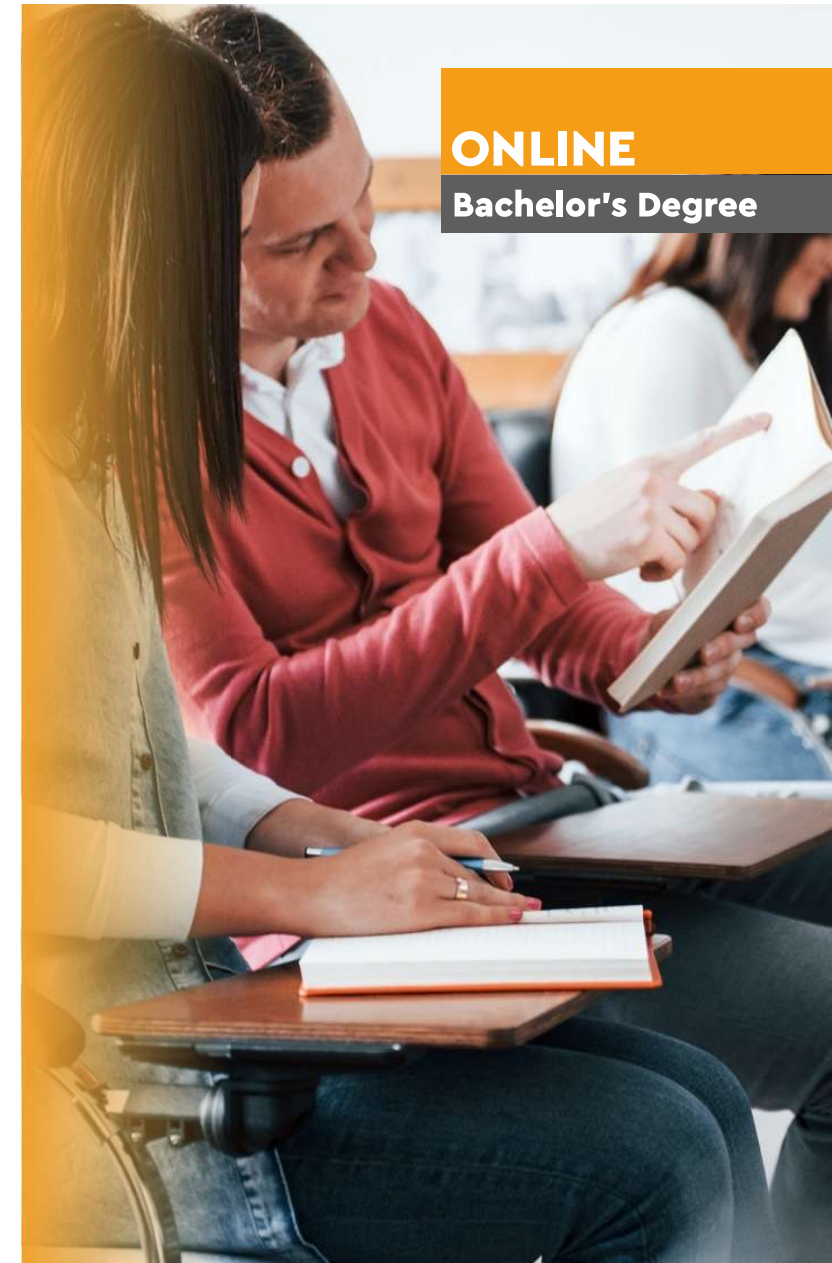
- high-level undergraduate studies and the preparation of high-level related diploma theses
- the opportunity for integrated studies in the field of Creative Writing in the direction of research or personal writing, academic and literary as well, as specialized in the field of cinematography and television writing.
- the formation of a knowledge background in Educational Sciences with a specialization in Creative Writing and related fields of education, culture, and the interdisciplinary approach of scientific theory, and strategies to produce integrated innovative social and cultural actions.



BA | Creative Writing, Arts & Humanities

Learning Outcomes - Knowledge

- Research concerning the field of Creative Writing i.e. the active apperception of literary genres.
- Conjunction of Creative Writing with Journalism Advertising and Marketing.
- Interdisciplinary research in matters of literature, film, and television writing as well as cultural production and industry on a broader scale.
- Modern theories and methods of analysis.
- Production of literary and other related texts (scripts, songs, journalistic, advertising, critic, etc.).
- Multimedia and digital applications of Creative Writing.
- Editing of texts and publishing procedures and practices.
- Relationship between written literary discourse and Ecocriticism.
- Effectiveness of Creative Writing in the Economy.



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Learning Outcomes – Skills

- Writing literary and related texts.
- Applying theoretical knowledge in educational practice.
- Researching literary and academic writing.
- Specialized knowledge in Education Sciences with a focus on Creative Writing.
- Skills for professional and research fields in editing, publishing and cultural production.
- Working in an interdisciplinary environment.
- Reading, analyzing and critiquing business texts.

Learning Outcomes – Abilities

- Graduates will address contemporary literary production trends and integrate Creative Writing into all educational levels, meeting the needs of both the cultural market and industry, domestically and internationally.
- Promoting culture through literature, art, and modern educational activities, enhancing international relations and agreements.



BA | Creative Writing, Arts & Humanities

Admission Steps

Criteria for eligible candidates

- citizens of countries inside and outside of the European Union
- graduates of high schools or equivalent schools with headquarters abroad

Deadline for applications:

September 30th 2024

Online courses start:

October 7th 2024

Visa

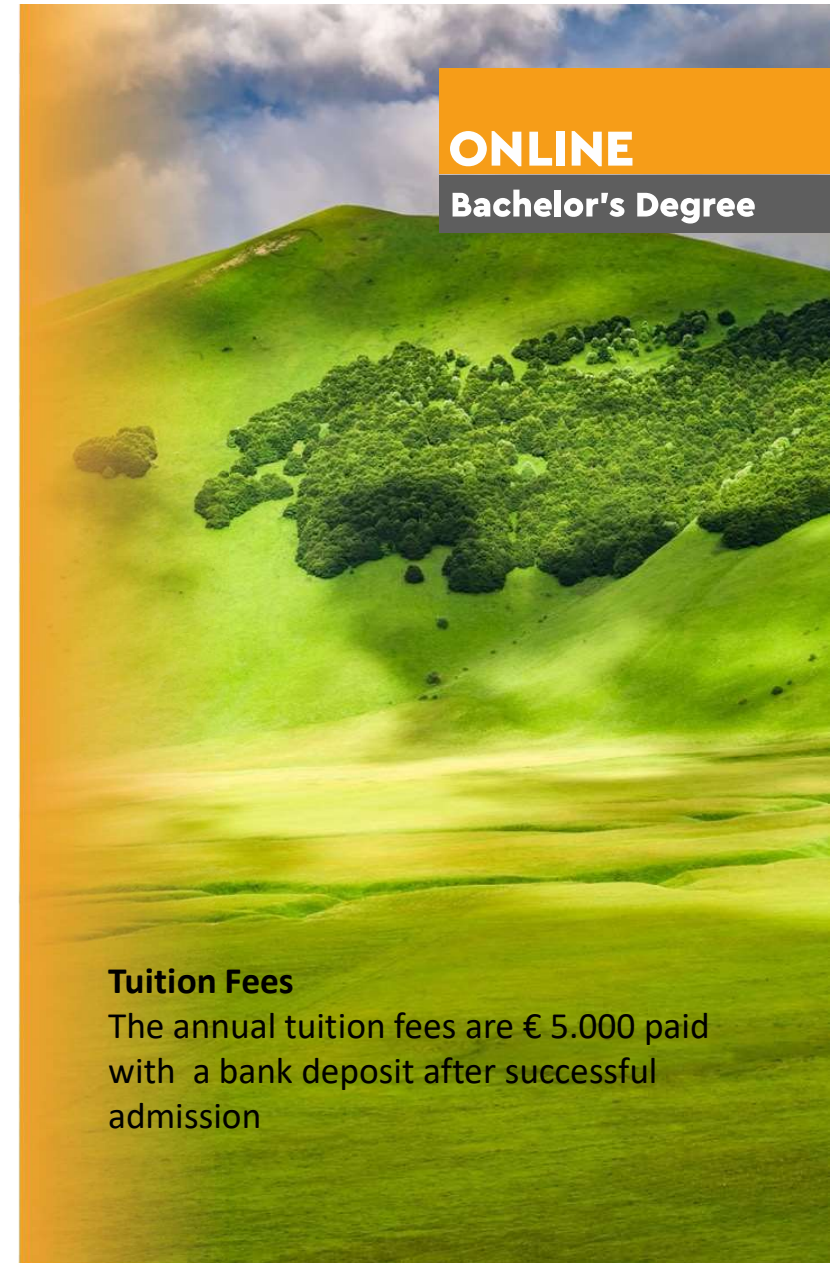
Students enrolled will receive a certificate for their registration to present to the Greek consular authorities of their country to obtain an entry and residence permit for studies (Schengen visa) with a duration of 4.5 years including 6 months of optional placement.

The Visa is issued within 2-3 weeks after the application to the consulate.
<https://www.gvcworld.eu/>

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Tuition Fees

The annual tuition fees are € 5.000 paid with a bank deposit after successful admission



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Study Program – Credits

- The curriculum of the 4-year/8-semester program is designed taking into account the European Credit Transfer System (ECTS).
- One semester corresponds to 30 ECTS and 13 full weeks of teaching.
- 240 ECTS are needed for graduation.
- For those who have attended international education programs as exchange students the time of the program, the credits and the corresponding score are recognized as actual study time.



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Study Program – *Courses* (1/2)

1st Semester

- Distance Learning Education
- Creative Writing: Foundations and Evolution
- Creative writing and Literature in Greek as a second/foreign language
- Mechanics of Fiction: craft, theory and practice (Workshop)
- Design thinking: Creativity for the 21st century

2nd Semester

- Interart poetics: from ancient Greek to contemporary culture
- Transreading Narrative and Narratology: Setting, Characters, Plot
- Poetry and Songwriting: the emotional machine (Workshop)
- The teacher's Creative toolkit

3rd Semester

- Writing Gender and Sex
- An introduction to Theatre: from text to Performance
- Writing for Children and Young Adults (Workshop)
- Creative Thinking and Writing in Management – Business Writing

4th Semester

- The art of brevity: from Short Stories to flash fiction
- Scriptwriters' Gym (Workshop)
- Creating the New Flâneur: The Autobiographical, Peripatetic, and Nomadic Identities
- Effective Communication: Writing and Presentation Skills

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Study Program – Courses (2/2)

5th Semester

- Drama Basics and Performing Arts (Workshop)
- Commercial Storytelling: Copywriting and Journalistic Writing
- Art therapy: Expressive and Therapeutic Writing (Workshop)
- Academic Writing – Research Methodology

6th Semester

- Comics and Graphic Novels: Aesthetics and Ideology
- Multimedia and Digital Creative Writing Practice (Workshop)
- Book Chronicles: From Typography to Digital Publishing
- The New Nature Writing: Ecocriticism, Environmental Literature and Mindfulness

7th Semester

- Alternative Poetic Forms: Cretan Mantinada, Videopoems, Visual Poetry, Suburban Rap
- A Clue, a Maze and a Mystery: Investigating Crime Fiction
- Editing, Proofreading and the Publishing Process
- Writing the Novel
- Creative Writing in Advertising and Marketing

8th Semester

- Creative Scenarios and Gamification
- Arbitrary Realities: Experimental Literature (Workshop)
- Creative Writing in Economics

Dissertation

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Holistic care-oriented University for students

Students at the core of UOWM's philosophy. International students will have fully access to Advisors and Support offered by UOWM as well as access to holistic care facilities and services available in 5 cities.

- Student Welfare
- Teaching and Learning Support Office
- Psychological & Advisory Support Unit
- Vulnerable Groups Support Unit
- Societies and Clubs/ Scientific teams
- Wellness & Sport facilities
- Accessibility/ Digital Accessibility Services
- Excellent student life in friendly campuses and safe, welcoming cities



BA | Creative Writing, Arts & Humanities

Benefits of studying in Greece and University of Western Macedonia

- Degree recognized in the 27 EU countries, opening job opportunities in a market of 448 million citizens and millions of businesses in Europe.
- Academic & research environment/infrastructure of European standards.
- Knowledge and active engagement in large-scale research & innovation projects for the green and digital transition.
- Ability for postgraduate and doctoral studies in all universities in Greece and the EU, with the prospect of a brilliant academic career.
- The student VISA (Schengen) for the 4 ½ years of study, provides the opportunity to combine knowledge with several trips to many beautiful places in Greece and in Europe.

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Advance your future in the University
of Western Macedonia





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Information & Applications

cwah.uowm.gr



Contact info

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