

## Bachelor of Arts in Mass Communication in Arabic (Media Production Concentration) Effective Fall 23-24

Total Credit Hours 123

### First Year (Freshman)

#### Semester I (FALL)

Course Code	Course Title	C hrs	Prerequisite(s)
ARL 101 (A)	Communication Skills in Arabic I	3	No Prerequisite
FWS100	Academic Skills for Success *	3	No Prerequisite
ENG100 (AA)	English I *	3	Pass English Proficiency
ITD 100 (AA)	Introduction to Information & Digital Technology	3	No Prerequisite
MMC 201 (MA)	Introduction to Mass Communication *	3	(Co) ENG 100 (AA)

Total Credit Hours **15**

#### Semester II (SPRING)

Course Code	Course Title	C hrs	Prerequisite(s)
MAC207 (MA)	Introduction to Graphic Design *	3	ITD 100 (AA)
ENG 200 (AA)	English II *	3	ENG 100 (AA) (C Grade)
ISL 100 (A)	Islamic Culture	3	No Prerequisite
MAC 201 (MA)	Intercultural Communication *	3	MMC 201 (MA)
MMC 203 (MA)	Writing for Mass Media	3	MMC 201 (MA)

Total Credit Hours **15**

### Second Year (Sophomore)

#### Semester III (FALL)

Course Code	Course Title	C hrs	Prerequisite(s)
STT 100	General Statistics *	3	No Prerequisite
FMS 100 (MA)	Introduction to Film	3	No Prerequisite
FWS 211 (AA)	Fundamentals of Emotional Intelligence	3	FWS100
FMP 180 (MA)	Principles of Production Technology	3	No Prerequisite
MKT 200 (MA)	Principles of Marketing	3	ARL 101 (A)

Total Credit Hours **15**

#### Semester IV (SPRING)

Course Code	Course Title	C hrs	Prerequisite(s)
FWS 201	Fundamentals of Life Skills *	3	FWS100
MAC 205(MA)	Theories of Mass Communication	3	MMC 201 (MA)
MAC 310 (MA)	Mass Media Ethics and Responsibilities	3	MMC 201 (MA)
MAC 308 (MA)	Photojournalism *	3	MMC201 (MA)
FMP 225 (MA)	Introduction to VFX	3	FMP 180 (MA)

Total Credit Hours **15**

### Third Year (Junior)

#### Semester V (FALL)

Course Code	Course Title	C hrs	Prerequisite(s)
ASC 301 (MA)	Research Report Writing	3	STT100
FWS 205 (AA)	UAE and GCC Society	3	No Prerequisite
FMP 325 (MA)	Screenwriting	3	FMS 100 (MA)
OE 1	Open Elective 1	3	
OE 2	Open Elective 2	3	

Total Credit Hours **15**

#### Semester VI (SPRING)

Course Code	Course Title	C hrs	Prerequisite(s)
FWS 310 (AA)	Fundamentals of Innovation and Entrepreneurship	3	Completion of a minimum of 60CH
FMP 300 (MA)	Short Film Production		FMP 180 (MA)
ME 1	Major Elective I	3	
FWS 301 (AA)	Developing Future Leaders	3	FWS100 + and completion of a minimum of 45 CH
MAC 317 (MA)	Public Speaking	3	ARL 101 (A)

Total Credit Hours **15**

#### Summer Semester

Course Code	Course Title	C hrs	Prerequisite(s)
MAC 499 (MA)	Internship	3	INTR-099 (A) and Completion of 80 CH

### Fourth Year (Senior)

#### Semester VII (FALL)

Course Code	Course Title	C hrs	Prerequisite(s)
OE 3	Open Elective 3	3	
MAC 404 (MA)	Social Media Management *	3	Completion of a minimum of 90 CH
FMP 350 (MA)	Directing for Documentary	3	FMP 300 (MA)
MAC 410 (MA)	Web and Publications Design	3	ITD 100 (AA)
OE 4	Open Elective 4	3	

Total Credit Hours **15**

#### Semester VIII (SPRING)

Course Code	Course Title	C hrs	Prerequisite(s)
MAC402 (MA)	Media Appreciation and Critique	3	MMC 201 (MA)
ME 2	Major Elective 2	3	
ME 3	Major Elective 3	3	
MAC 490 (MA)	Senior Design Project (Capstone Course)	3	Completion of 100 CH

Total Credit Hours **12**

\* As per CAA requirement, courses highlighted in orange will be taught in English

## Bachelor of Arts in Mass Communication in Arabic (Radio and TV Concentration) Effective Fall 23-24

Total Credit Hours 123

### First Year (Freshman)

#### Semester I (FALL)

Course Code	Course Title	C hrs	Prerequisite(s)
ARL 101 (A)	Communication Skills in Arabic I	3	No Prerequisite
FWS100	Academic Skills for Success *	3	No Prerequisite
ENG100 (AA)	English I *	3	Pass English Proficiency
ITD 100 (AA)	Introduction to Information & Digital Technology	3	No Prerequisite
MMC 201 (MA)	Introduction to Mass Communication *	3	(Co) ENG 100 (AA)

**Total Credit Hours 15**

#### Semester II (SPRING)

Course Code	Course Title	C hrs	Prerequisite(s)
MAC207 (MA)	Introduction to Graphic Design *	3	ITD 100 (AA)
ENG 200 (AA)	English II *	3	ENG 100 (AA) (C Grade)
ISL 100 (A)	Islamic Culture	3	No Prerequisite
MAC 201 (MA)	Intercultural Communication *	3	MMC 201 (MA)
MMC 203 (MA)	Writing for Mass Media	3	MMC 201 (MA)

**Total Credit Hours 15**

### Second Year (Sophomore)

#### Semester III (FALL)

Course Code	Course Title	C hrs	Prerequisite(s)
OE 1	Open Elective 1	3	
STT 100	General Statistics *	3	No Prerequisite
FWS 211 (AA)	Fundamentals of Emotional Intelligence	3	FWS100
MAC 323 (MA)	Single - Camera Production	3	MMC 201 (MA)
MAC 324 (MA)	Video Editing and Visual Effects	3	MMC 201 (MA)

**Total Credit Hours 15**

#### Semester IV (SPRING)

Course Code	Course Title	C hrs	Prerequisite(s)
FWS 201	Fundamentals of Life Skills *	3	FWS100
MAC 205(MA)	Theories of Mass Communication	3	MMC 201 (MA)
MAC 310 (MA)	Mass Media Ethics and Responsibilities	3	MMC 201 (MA)
MAC 308 (MA)	Photojournalism *	3	MMC201 (MA)
MKT 200 (MA)	Principles of Marketing	3	ARL 101 (A)

**Total Credit Hours 15**

### Third Year (Junior)

#### Semester V (FALL)

Course Code	Course Title	C hrs	Prerequisite(s)
ASC 301 (MA)	Research Report Writing	3	STT100
FWS 205 (AA)	UAE and GCC Society	3	No Prerequisite
MAC 325 (MA)	Writing for Broadcast and New Media	3	MMC 203 (MA)
ME 1	Major Elective 1	3	
OE 2	Open Elective 2	3	

**Total Credit Hours 15**

#### Semester VI (SPRING)

Course Code	Course Title	C hrs	Prerequisite(s)
FWS 310 (AA)	Fundamentals of Innovation and Entrepreneurship	3	Completion of a minimum of 60CH
MAC 326 (MA)	Radio Production	3	MMC 201 (MA)
MAC 327 (MA)	Multi - Camera Production	3	MMC201 (MA)
FWS 301 (AA)	Developing Future Leaders	3	FWS100 + and completion of a minimum of 45 CH
MAC 317 (MA)	Public Speaking	3	ARL 101 (A)

**Total Credit Hours 15**

#### Summer Semester

Course Code	Course Title	C hrs	Prerequisite(s)
MAC 499 (MA)	Internship	3	INTR-099 (A) and Completion of 80 CH

### Fourth Year (Senior)

#### Semester VII (FALL)

Course Code	Course Title	C hrs	Prerequisite(s)
OE 3	Open Elective 3	3	
MAC 404 (MA)	Social Media Management *	3	Completion of a minimum of 90 CH
MAC 414 (MA)	Documentary Production	3	MAC325 (MA)
MAC415 (MA)	Web Design and Development	3	ITD 100 (AA)
OE 4	Open Elective 4	3	

**Total Credit Hours 15**

#### Semester VIII (SPRING)

Course Code	Course Title	C hrs	Prerequisite(s)
MAC402 (MA)	Media Appreciation and Critique	3	MMC 201 (MA)
ME 2	Major Elective 2	3	
ME 3	Major Elective 3	3	
MAC 490 (MA)	Senior Design Project (Capstone Course)	3	Completion of 100 CH

**Total Credit Hours 12**

\* As per CAA requirement, courses highlighted in orange will be taught in English

## Bachelor of Arts in Mass Communication in Arabic (Public Relations and Advertising Concentration) Effective Fall 23-24

Total Credit Hours 123

### First Year (Freshman)

#### Semester I (FALL)

Course Code	Course Title	C hrs	Prerequisite(s)
ARL 101 (A)	Communication Skills in Arabic I	3	No Prerequisite
FWS100	Academic Skills for Success *	3	No Prerequisite
ENG100 (AA)	English I *	3	Pass English Proficiency
ITD 100 (AA)	Introduction to Information & Digital Technology	3	No Prerequisite
MMC 201 (MA)	Introduction to Mass Communication *	3	(Co) ENG 100 (AA)

Total Credit Hours 15

#### Semester II (SPRING)

Course Code	Course Title	C hrs	Prerequisite(s)
MAC207 (MA)	Introduction to Graphic Design *	3	ITD 100 (AA)
ENG 200 (AA)	English II *	3	ENG 100 (AA) (C Grade)
ISL 100 (A)	Islamic Culture	3	No Prerequisite
MAC 201 (MA)	Intercultural Communication *	3	MMC 201 (MA)
MMC 203 (MA)	Writing for Mass Media	3	MMC 201 (MA)

Total Credit Hours 15

### Second Year (Sophomore)

#### Semester III (FALL)

Course Code	Course Title	C hrs	Prerequisite(s)
OE 1	Open Elective 1	3	
STT 100	General Statistics *	3	No Prerequisite
FWS 211 (AA)	Fundamentals of Emotional Intelligence	3	FWS100
MAC 313 (MA)	Principles of Strategic Public Relations	3	MAC205 (MA)
MAC 314 (MA)	Communication Strategy in Advertising	3	MAC205(MA) or MKT200(MA)

Total Credit Hours 15

#### Semester IV (SPRING)

Course Code	Course Title	C hrs	Prerequisite(s)
FWS 201	Fundamentals of Life Skills *	3	FWS100
MAC 205(MA)	Theories of Mass Communication	3	MMC 201 (MA)
MAC 310 (MA)	Mass Media Ethics and Responsibilities	3	MMC 201 (MA)
MAC 308 (MA)	Photojournalism *	3	MMC201 (MA)
MKT 200 (MA)	Principles of Marketing	3	ARL 101 (A)

Total Credit Hours 15

### Third Year (Junior)

#### Semester V (FALL)

Course Code	Course Title	C hrs	Prerequisite(s)
ASC 301 (MA)	Research Report Writing	3	STT100
FWS 205 (AA)	UAE and GCC Society	3	No Prerequisite
MAC 303 (MA)	Organizational Communication	3	MAC201 (MA)
ME 1	Major Elective 1	3	
OE 2	Open Elective 2	3	

Total Credit Hours 15

#### Semester VI (SPRING)

Course Code	Course Title	C hrs	Prerequisite(s)
FWS 310 (AA)	Fundamentals of Innovation and Entrepreneurship	3	Completion of a minimum of 60CH
MAC 315 (MA)	Writing for PR	3	MMC203 (MA)
MAC 301 (MA)	PR Protocol and Etiquette	3	MMC 201 (MA)
FWS 301 (AA)	Developing Future Leaders	3	FWS100 + and completion of a minimum of 45 CH
MAC 317 (MA)	Public Speaking	3	ARL 101 (A)

Total Credit Hours 15

#### Summer Semester

Course Code	Course Title	C hrs	Prerequisite(s)
MAC 499 (MA)	Internship	3	INTR-099 (A) and Completion of 80 CH

### Fourth Year (Senior)

#### Semester VII (FALL)

Course Code	Course Title	C hrs	Prerequisite(s)
OE 3	Open Elective 3	3	
MAC 404 (MA)	Social Media Management *	3	Completion of a minimum of 90 CH
MAC 407 (MA)	Integrated Communication Campaign	3	MAC314 (MA)
MAC 413 (MA)	Public Relations Campaigns	3	MAC313 (MA)
OE 4	Open Elective 4	3	

Total Credit Hours 15

#### Semester VIII (SPRING)

Course Code	Course Title	C hrs	Prerequisite(s)
MAC402 (MA)	Media Appreciation and Critique	3	MMC 201 (MA)
ME 2	Major Elective 2	3	
ME 3	Major Elective 3	3	
MAC 490 (MA)	Senior Design Project (Capstone Course)	3	Completion of 100 CH

Total Credit Hours 12

\* As per CAA requirement, courses highlighted in orange will be taught in English