

**Bachelor of Arts in Mass Communication (Strategic Communication Concentration) Effective Fall 2019/20**

**Total Credit Hours 120**

**First Year (Freshman)**

**Semester I (FALL)**

Code	Title	Credit	Prerequisite(s)
ARL 100 (A)	Communication Skills in Arabic I	3	No Prerequisite
FWS100 (E)	Academic Skills for Success	3	No Prerequisite
ISL 100 (A)	Islamic Culture	3	No Prerequisite
ENG 200	English II	3	Pre –Requisite: EPT/ or Passing grade in ENG102 + FWS100(E) (FWS100(E) as co-requisite if placed in ENG200)
MMC 201	Introduction to Mass Communication	3	(Co) ENG 102/ENG 200

*Total Credit Hours* 15

**Semester II (SPRING)**

Code	Title	Credit	Prerequisite(s)
ITD 100	Introduction to Information and Digital Technology	3	No Prerequisite
FWS 201	Fundamentals of Life Skills	3	FWS100 (E)
STT 100	General Statistics	3	No Prerequisite
MAC 201	Intercultural Communication	3	MMC 201
MMC 203	Writing for Mass Media	3	MMC 201

*Total Credit Hours* 15

**Second Year (Sophomore)**

**Semester III (FALL)**

Code	Title	Credit	Prerequisite(s)
ASC 301	Research Report Writing	3	STT 100
OE 1	Open Elective I	3	
FWS 211	Fundamentals of Emotional Intelligence	3	ENG102+ FWS100(E ) or FWS100(E) as co-requisite if students enter to ENG200 course directly
MAC 313	Principles of Strategic Public Relations	3	ENG 200
MAC 314	Communication Strategy in Advertising	3	ITD 100

*Total Credit Hours* 15

**Semester IV (SPRING)**

Code	Title	Credit	Prerequisite(s)
FWS 305	Technical Communication for Work Place	3	ENG 200 + Completion of 45 Chrs
MAC 205	Theories of Mass Communication	3	MMC 201
MAC 310	Mass Media Ethics and Responsibilities	3	MMC 201
MAC 308	Photojournalism	3	MMC 203
MKT 200	Principles of Marketing	3	ENG 200

*Total Credit Hours* 15

**Third Year (Junior)**

**Semester V (FALL)**

Code	Title	Credit	Prerequisite(s)
MAC 300	Media Research Methods	3	MAC 205
MAC 317	Public Speaking	3	ENG 200
MAC 303	Organizational Communication	3	FWS 305
ME 1	Major Elective I	3	
MAC 407	Integrated Communication Campaign	3	MAC 314

*Total Credit Hours* 15

**Semester VI (SPRING)**

Code	Title	Credit	Prerequisite(s)
FWS 310	Introduction to Innovation and Entrepreneurship	3	ENG 200 + Completion of 60 Chrs
MAC 315	Writing for PR	3	MMC 203
MAC 301	PR Protocol and Etiquette	3	MMC 201
FWS301	Developing Future Leaders	3	FWS100 + ENG200 and Completion of minimum 45 credit hours
FWS 205	UAE and GCC Society	3	ENG102+ FWS100(E ) or FWS100(E) as co-requisite if students enter to ENG200 course directly

*Total Credit Hours* 15

**Summer Semester**

Code	Title	Credit	Prerequisite(s)
MAC 499	Internship	3	80 Credit Hours

**Fourth Year (Senior)**

**Semester VII (FALL)**

Code	Title	Credit	Prerequisite(s)
MAC 400	Current Media Issues in GCC	3	MAC 300
MAC 404	Social Media Management	3	MMC 201
OE 2	Open Elective II	3	
MAC 411	PR Case Studies	3	MAC 313
ME 2	Major Elective II	3	

*Total Credit Hours* 15

**Semester VIII (SPRING)**

Code	Title	Credit	Prerequisite(s)
OE 3	Open Elective III	3	
OE 4	Open Elective IV	3	
ME 3	Major Elective III	3	
MAC 490	Senior Design Project	3	100 Credit Hours

*Total Credit Hours* 12

## Bachelor of Arts in Mass Communication (Broadcast Journalism Concentration) Effective Fall 2019/20

Total Credit Hours 120

### First Year (Freshman)

#### Semester I (FALL)

Code	Title	Credit	Prerequisite(s)
ARL 100 (A)	Communication Skills in Arabic I	3	No Prerequisite
FWS100 (E )	Academic Skills for Success	3	No Prerequisite
ISL 100 (A)	Islamic Culture	3	No Prerequisite
ENG 200	English II	3	Pre –Requisite: EPT/ or Passing grade in ENG102 + FWS100(E) (FWS100(E) as co-requisite if placed in ENG200)
MMC 201	Introduction to Mass Communication	3	(Co) ENG 100/ENG 200

Total Credit Hours

15

#### Semester II (SPRING)

Code	Title	Credit	Prerequisite(s)
ITD 100	Introduction to Information and Digital Technology	3	No Prerequisite
FWS 201	Fundamentals of Life Skills	3	FWS100 (E )
STT 100	General Statistics	3	No Prerequisite
MAC 201	Intercultural Communication	3	MMC 201
MMC 203	Writing for Mass Media	3	MMC 201

Total Credit Hours

15

### Second Year (Sophomore)

#### Semester III (FALL)

Code	Title	Credit	Prerequisite(s)
ASC 301	Research Report Writing	3	STT 100
OE 1	Open Elective I	3	
FWS 211	Fundamentals of Emotional Intelligence	3	ENG102+ FWS100(E ) or FWS100(E) as co-requisite if students enter to ENG200 course directly
MAC 312	Broadcast News Writing	3	MMC 203
MAC 305	TV News Shooting and Production	3	MMC 201

Total Credit Hours

15

#### Semester IV (SPRING)

Code	Title	Credit	Prerequisite(s)
FWS 305	Technical Communication for Work Place	3	ENG 200 + Completion of 45 Chrs
MAC 205	Theories of Mass Communication	3	MMC 201
MAC 310	Mass Media Ethics and Responsibilities	3	MMC 201
MAC 308	Photojournalism	3	MMC 203
MKT 200	Principles of Marketing	3	ENG 200

Total Credit Hours

15

### Third Year (Junior)

#### Semester V (FALL)

Code	Title	Credit	Prerequisite(s)
MAC 300	Media Research Methods	3	MAC 205
MAC 317	Public Speaking	3	ENG 200
MAC 307	TV News Editing	3	MMC 201
ME 1	Major Elective I	3	
OE 2	Open Elective II	3	

Total Credit Hours

15

#### Semester VI (SPRING)

Code	Title	Credit	Prerequisite(s)
FWS 310	Introduction to Innovation and Entrepreneurship	3	ENG 200 + Completion of 60 Chrs
MAC 311	Broadcast News Reporting	3	MAC 312
MAC 318	TV News Programming	3	MMC 201 + MAC 305
FWS301	Developing Future Leaders	3	FWS100 + ENG200 and Completion of minimum 45 credit hours
FWS 205	UAE and GCC Society	3	ENG102+ FWS100(E ) or FWS100(E) as co-requisite if students enter to ENG200 course directly

Total Credit Hours

14

### Summer Semester

Code	Title	Credit	Prerequisite(s)
MAC 499	Internship	3	80 Credit Hours

### Fourth Year (Senior)

#### Semester VII (FALL)

Code	Title	Credit	Prerequisite(s)
MAC 400	Current Media Issues in GCC	3	MAC 300
MAC 404	Social Media Management	3	MMC 201
MAC 409	Advanced Multi Media Journalism	3	MMC203
MAC 410	Web Publications and Design	3	ITD 100
ME 2	Major Elective II	3	

Total Credit Hours

15

#### Semester VIII (SPRING)

Code	Title	Credit	Prerequisite(s)
OE 3	Open Elective III	3	
OE 4	Open Elective IV	3	
ME 3	Major Elective 3	3	
MAC 490	Senior Design Project	3	100 Credit Hours

Total Credit Hours

12